

## #CleanAir4Kids Twitter Event Script

Wednesday, October 1, 2014, 2:00 pm – 3:00 pm ET

**#CleanAir4Kids: Twitter Chat**

Hosted by the American Academy of Pediatrics (@AmerAcadPeds)

**Call-in Information (Time): 1:45 PM**

Dial-in Number:	Conference code
Participant Code:	Conference code

**RSVP:** <http://www.aap.org/en-us/Pages/CleanAir4Kids.aspx>

**Twitter:** @AmerAcadPeds & @GinaEPA

**Hashtag:** #CleanAir4Kids

**Promotion:****@AmerAcadPeds Twitter Chat: Air Quality and Children's Health**

According to the World Health Organization, more than 80% of the current health burden due to the changing climate occurs in children younger than five years old.

As climate change accelerates, children will continue to suffer disproportionately because they breathe faster and spend more time outside, and therefore have a greater opportunity for exposure to pollutants.

During Child Health Month, join the American Academy of Pediatrics (AAP) on **Wednesday, Oct. 1 at 2 pm ET** for a Twitter chat to discuss the importance of clean air and how air pollution impacts child health. AAP will be joined by Environmental Protection Agency (EPA) Administrator Gina McCarthy, who will share how the federal government is addressing air quality and how individuals can take action.

To join the conversation, use **#CleanAir4Kids** and follow [@AmerAcadPeds](#) and [@GinaEPA](#).

Please contact AAP Social Media Community Manager Cassandra Blohowiak at [cblohowiak@aap.org](mailto:cblohowiak@aap.org) for more information.

- **What:** Twitter chat on air quality and children's health

- **Host:** American Academy of Pediatrics ([@AmerAcadPeds](#))
- **When:** Wednesday, Oct. 1 from 2 pm – 3 pm ET
- **Where:** Twitter; #CleanAir4Kids

**Promo Tweets:**

**Not Responsive**

•

**Twitter chat outline:**

Script Questions: The American Academy of Pediatrics ([@AmerAcadPeds](#)) will ask a total of 7 of 11 questions during the chat.

**Questions for [@GinaEPA](#):**

**Not Responsive**

**Not Responsive**

# Not Responsive

## 8. What is the @EPA doing to address air quality & climate change? #CleanAir4Kids

This past year brought tons of progress, including our proposed Clean Power Plan.  
#CleanAir4Kids

We've received more than 750,000 comments from health groups, industry groups, faith groups, parents and more. #CleanAir4

We want every good idea we can get, so we extended the public comment period through December 1st. #CleanAir4Kids

# Not Responsive



# Not Responsive

# Not Responsive

# Non-responsive

2:44pm ET

@AmerAcadPeds: Q6: How can we prevent the health effects of air pollution? What is @EPA doing to address air quality & climate change? #CleanAir4Kids

@AmerAcadPeds: A6: New @EPA carbon standards are a needed step to help make our air safer & cleaner for children #CleanAir4Kids

@AmerAcadPeds: A6: Limiting carbon emissions = #CleanAir4Kids. AAP commends @EPA action to address air pollution & climate change <http://ow.ly/BEBDo>

# Non-responsive

@AmerAcadPeds: Q7: How can community members & health care professionals take action to improve air quality? #CleanAir4Kids

@AmerAcadPeds: A7: We must ensure that our children can breathe clean air to protect &

promote lifelong health #CleanAir4Kids

@AmerAcadPeds: A7: Submit comments on @EPA's plan to reduce carbon emissions by Dec. 1.

Visit: <http://ow.ly/BECgG> #CleanAir4Kids

**Non-responsive**

**To:** Allen, Laura[Allen.Laura@epa.gov]  
**From:** Purchia, Liz  
**Sent:** Fri 9/19/2014 1:12:52 PM  
**Subject:** RE: FOR REVIEW: Social media posts for Climate Week

Thanks!

Liz Purchia

Press Secretary

U.S. Environmental Protection Agency

Direct: 202-564-6691

Cell: 202-841-2230

**From:** Allen, Laura  
**Sent:** Friday, September 19, 2014 9:10 AM  
**To:** Purchia, Liz  
**Subject:** Re: FOR REVIEW: Social media posts for Climate Week

Yes, will do.

**From:** Purchia, Liz  
**Sent:** Friday, September 19, 2014 8:56 AM  
**To:** Allen, Laura  
**Subject:** FW: FOR REVIEW: Social media posts for Climate Week

Do you have time to take a look at the attached this morning? Also, let's add the suggestions from Kevin/Ann.

Once you provide edits, I'll take a look and then run them by Tom.

# **Ex. 5 - Deliberative**

Liz Purchia

Press Secretary

U.S. Environmental Protection Agency

Direct: 202-564-6691

Cell: 202-841-2230

**From:** Orquina, Jessica

**Sent:** Thursday, September 18, 2014 8:53 PM

**To:** Purchia, Liz; Lee, Monica; Allen, Laura

**Cc:** Smith, Roxanne; Levy, Jeffrey; Hart, Daniel

**Subject:** FOR REVIEW: Social media posts for Climate Week

Laura, Liz, & Monica,

Attached are two documents of social media posts I created for next week. The first one (Climate Week - Social media - 9-18-14 JAO\_dh) is draft social media posts I created based on information I got from Kevin Samy. The second one (Climate Week - more social media from OWC research - 9-18-14 JAO dh) is draft social media posts I created from my research (links I got from OAR and information on the Bureau of Labor Statistics website). There are some similar themes in both sets of posts and together they give us over 10 posts a day.

Roxanne has reviewed these and is fine with them if you are. Please let me know if you have any feedback, edits or concerns.

Thanks! Jess

**To:** Allen, Laura[Allen.Laura@epa.gov]; Etienne, Ashley[EOP email/phone]  
**Cc:** Purchia, Liz[Purchia.Liz@epa.gov]; Johnson, Alisha[Johnson.Alisha@epa.gov]; Schulman, Kori[EOP email/phone]  
**From:** Wall, Alex  
**Sent:** Thur 8/21/2014 5:29:59 PM  
**Subject:** Re: Day in the Life Blog and slideshow- EPA Administrator removed.txt

Thanks for the heads up, Laura! We'll retweet you guys this afternoon.

**From:** <Allen>, Laura <Allen.Laura@epa.gov>  
**Date:** Thursday, August 21, 2014 1:09 PM  
**To:** "Etienne, Ashley" <EOP email/phone>, EOPA <EOP email/phone>  
**Cc:** "Purchia, Liz" <Purchia.Liz@epa.gov>, Alisha Johnson <Johnson.Alisha@epa.gov>  
**Subject:** Day in the Life Blog and slideshow- EPA Administrator

Ashley and Alex,

Our blog is now live on the Day in the Life visit to Boston:

<http://blog.epa.gov/epaconnect/2014/08/day-in-the-life-a-visit-to-boston/>

Also, here is the photo slideshow:

<http://www2.epa.gov/aboutepa/day-life-epa-administrator>

We will be tweeting about the blog and slideshow. If you could help us amplify, that would be wonderful!

Here are our planned tweets:

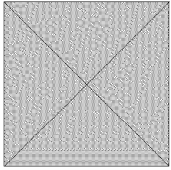
Blog

# Not Responsive



# Not Responsive

2014 AUGUST 21



Gina McCarthy

August 21, 2014  
12:08 pm EDT

I went home to Boston on Tuesday to engage with public health professionals and experts to discuss the important link between the health of our environment and the health of our children. We know climate change is fueling environmental public health problems such as asthma and other respiratory ailments, which is why the agency is taking action to reduce carbon pollution and greenhouse gas emissions through the Clean Power Plan and other initiatives.

Here's a look at my day:

*Excited to have GinaEPA in Boston today: mtg w/families & healthcare workers re impacts of clean air & President Obama's [#ClimateActionPlan](#)*

**Not Responsive**

# Not Responsive

# Not Responsive

# Not Responsive

**To:** Aguirre, Amanda[Aguirre.Amanda@epa.gov]; Allen, Laura[Allen.Laura@epa.gov]  
**From:** Purchia, Liz  
**Sent:** Tue 8/19/2014 2:02:39 PM  
**Subject:** RE: ICYMI - Orlando Sentinel: Latinos join EPA in taking a stand against bad air days

This is what we sent. Can you ask Lina to tweet?

New piece in @OrlandoSentinel w Voces Verde on #Latino support for climate action & Clean Power Plan <http://www.orlandosentinel.com/opinion/os-ed-latinos-air-pollution-081914-20140818.0.2516703.story> #ActOnClimate

Liz Purchia

Press Secretary

U.S. Environmental Protection Agency

Direct: 202-564-6691

Cell: 202-841-2230

# Not Responsive

## Ex. 5 - Deliberative

**Not Responsive**

Begin forwarded message:

**From:** "Purchia, Liz" <[Purchia.Liz@epa.gov](mailto:Purchia.Liz@epa.gov)>

**Date:** August 19, 2014 at 8:39:12 AM EDT

**To:** "Purchia, Liz" <[Purchia.Liz@epa.gov](mailto:Purchia.Liz@epa.gov)>

**Subject: ICYMI - Orlando Sentinel: Latinos join EPA in taking a stand against bad air days**

Good morning – Below is a joint op-ed in the *Orlando Sentinel* today by *Maria Cardona of Voces Verdes and EPA Administrator Gina McCarthy on the support among Latinos for the Clean Power Plan*. Recently, a national Latino leadership coalition signed by 32 organizations signed a letter endorsing the president's Climate Action Plan and the agency's proposed carbon-pollution limits.

### Latinos join EPA in taking a stand against bad air days

By Gina McCarthy and Maria Cardona, Guest columnists

*Orlando Sentinel*

12:00 a.m. EDT, August 19, 2014

<http://www.orlandosentinel.com/opinion/os-ed-latinos-air-pollution-081914-20140818,0,2516703.story>

Summer heat hasn't begun to wane, and neither have those familiar "bad air day" warnings.

They are all too common in cities like Los Angeles, Houston, Pittsburgh and Washington, D.C., where high temperatures cause ozone to reach unhealthy levels. While bad air days affect children, people with asthma and older adults the most, they can harm any of us who are active outdoors, especially people who work outside.

The Environmental Protection Agency is committed to ensuring that all Americans breathe healthy air. Together with states, we've made huge progress by putting strong standards in place to limit dangerous smog and soot-causing pollution from vehicles,

In 2012, more than 133 million people — one-third of Americans — lived in counties with unhealthy levels of ozone pollution. That summer was the third-hottest on record in the continental U.S., making ozone formation more likely.

We could see more summers like 2012. Driven by rising carbon pollution, climate change has the potential to worsen ozone levels and lengthen ozone seasons in many areas of the country. That means more days when people at risk have to take extra care — including the roughly 7 million children in the U.S. who have asthma. Last year, in Florida alone, asthma sickened 350,000 children and 1.2 million adults, according to the American Lung Association.



We shouldn't have to live in a world where our health is at risk from being active outdoors. And that's not a world we should leave for our kids.

That's why EPA has taken a huge step toward fixing the problem.

In June, the agency proposed common-sense limits on carbon pollution from power plants, our nation's largest source. The Clean Power Plan will reduce carbon pollution 30 percent by 2030.

Our nation already limits mercury, arsenic and soot from power plants, but currently there are no limits on carbon pollution. That's not smart, it's not safe, and President Obama has determined it needs to stop. This is not a partisan or an ideological issue. This is about the health of all Americans.

A recent Washington Post/ABC News poll found that 70 percent of Americans know climate change is a problem, and, importantly, they want their leaders to combat it. Among Latinos, the support is even stronger, particularly in Florida, where 83 percent favor the EPA's plan to limit carbon pollution.

A 2011 study found that one in two Latinos live in areas that violate clean-air standards, and large numbers of Latinos in these areas work in agriculture, landscaping and construction trades, heightening their exposure to hot days and poor air quality and increasing their risk. Many are living on limited incomes and limited primary health care, making trips to the emergency room, and lost work and school days are burdens they cannot afford.

When we look at these impacts, it's perhaps not surprising that, according to Latino Decisions, a Latino political-opinion research firm, support for action on climate change and environmental protection is second only to Latinos' support for immigration reform. A national Latino leadership coalition made that clear in a recent letter endorsing the president's Climate Action Plan and the agency's proposed carbon-pollution limits.

"We must leave our children a legacy of health and opportunity, not lives devastated by climate change," states the letter signed by 32 Latino organizations. We agree.

Latinos, like most Americans, want to build a clean energy future with greater energy efficiency. Groups like Voces Verdes, the League of United Latin American Citizens, the National Hispanic Medical Association, and others that signed the letter, recognize that acting on climate is good for our communities and good for our bottom line, and they are prepared to help us get there.

Like most Americans, we believe that for the sake of our families' health and our kids' future, we have a moral obligation to act on climate.

We urge everyone to stand united with us in the fight for a healthy, safe and hopeful future for all Americans, so that everyone can breathe easier on these hot days.

*Gina McCarthy is administrator of the U.S. Environmental Protection Agency; Maria Cardona is a board member of Voces Verdes.*

Liz Purchia

Press Secretary

U.S. Environmental Protection Agency

Direct: 202-564-6691

Cell: 202-841-2230

**To:** Orquina, Jessica[Orquina.Jessica@epa.gov]; Allen, Laura[Allen.Laura@epa.gov]  
**Cc:** Levy, Jeffrey[Levy.Jeffrey@epa.gov]  
**From:** Smith, Roxanne  
**Sent:** Fri 7/25/2014 8:23:48 PM  
**Subject:** RE: FOR REVIEW ASAP: Tweets for CPP hearings - by COB TODAY

# Ex. 5 - Deliberative

Roxanne Smith

Principal Deputy Associate Administrator

Office of External Affairs & Environmental Education

U.S. Environmental Protection Agency

202-564-4455

smith.roxanne@epa.gov

**From:** Orquina, Jessica  
**Sent:** Friday, July 25, 2014 4:08 PM  
**To:** Smith, Roxanne; Allen, Laura  
**Cc:** Levy, Jeffrey  
**Subject:** FOR REVIEW ASAP: Tweets for CPP hearings - by COB TODAY  
**Importance:** High

Hi Roxanne & Laura,

Here are tweets we've written with the OAR to be ready to respond to comments and tweets directed at @EPA next week.

Please review let us know if you have any edits or concerns today.

Thanks! Jess

## **Clean Power Plan Hearing Responses/Proactive Tweets**



**Ex. 5 - Deliberative**

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Jessica Ann Orquina

Social Media Lead  
Office of Web Communications

Office of External Affairs and Environmental Education  
U.S. Environmental Protection Agency

Email: [orquina.jessica@epa.gov](mailto:orquina.jessica@epa.gov)

Office: 202-564-0446

**Personal Cell/email**

EPA: <http://www.epa.gov>

Social Media at EPA:

<http://www.epa.gov/epahome/socialmedia.html>

Please consider the environment before printing this email.

**To:** Johnson, Alisha[Johnson.Alisha@epa.gov]; Purchia, Liz[Purchia.Liz@epa.gov]; Allen, Laura[Allen.Laura@epa.gov]; Bond, Brian[Bond.Brian@epa.gov]; Ragland, Micah[Ragland.Micah@epa.gov]  
**Cc:** Grantham, Nancy[Grantham.Nancy@epa.gov]  
**From:** Abrams, Dan  
**Sent:** Tue 7/22/2014 12:04:08 PM  
**Subject:** FW: FW: [CLEAN] Climate Reality Project Partners with Ben & Jerry's to Serve Up Climate Truth at EPA Hearing Sites?  
[ATT00001.txt](#)

Making sure you're aware of below. I am jealous!

**Dan Abrams**

Lead Region Coordinator, Office of the Administrator

Special Assistant to the Regional Administrator, Curt Spalding

EPA New England

office: (617) 918-1067 | **Ex. 6 - Personal Privacy**

**From:** Dan Abrams **Ex. 6 - Personal Privacy**  
**Sent:** Monday, July 21, 2014 6:44 PM  
**To:** Abrams, Dan  
**Subject:** Fwd: FW: [CLEAN] Climate Reality Project Partners with Ben & Jerry's to Serve Up Climate Truth at EPA Hearing Sites

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Dan Abrams

**From:** Stephen Mills <Stephen.Mills@climatereality.com>  
**Reply-To:** Stephen Mills <Stephen.Mills@climatereality.com>  
**Date:** Monday, July 21, 2014 at 5:03 PM  
**To:** "clean@lists.usclimatenetwork.org" <clean@lists.usclimatenetwork.org>  
**Subject:** [CLEAN] Climate Reality Project Partners with Ben & Jerry's to Serve Up Climate Truth at EPA Hearing Sites



**FOR IMMEDIATE  
RELEASE**

July 21, 2014

Contact: Hayley Moller

202-481-  
8746

**Climate Reality Project Partners with Ben & Jerry's to Serve Up Climate Truth  
at EPA Hearing Sites**

*I'm Too Hot campaign to bring ice cream trucks to Atlanta, Denver, Pittsburgh &  
Washington D.C.*

**Boulder, CO (July 21, 2014)** – Nothing says summer heat like a melting ice cream cone. That's why The Climate Reality Project is teaming up with Ben & Jerry's to turn one of the celebrated symbols of the season into a rallying point for action in the face of rising temperatures driven by climate disruption.

As part of the *I'm Too Hot* campaign, Climate Reality will bring Ben & Jerry's ice cream trucks to the four U.S. cities hosting Environmental Protection Agency (EPA) hearings on the newly-proposed Clean Power Plan – Atlanta, Denver, Pittsburgh and Washington D.C. – from July 29 to August 1. The plan offers an historic opportunity to cut carbon pollution from power plants that is accelerating climate change. The highly visual *I'm Too Hot* trucks will help raise public awareness of this opportunity in a fun-filled way, enable locals to speak up in support of the plan, and offer supporters an icy treat for their efforts, courtesy of Ben & Jerry's.

"We are excited to partner with Ben & Jerry's to bring both ice cream and information about the EPA's proposed rule to the people of Atlanta, Denver, Pittsburgh and Washington D.C.," said Climate Reality Project President and CEO Ken Berlin. "This past May was the hottest in recorded history, and was an example of the kinds of records that will keep being broken as our summers get hotter from

climate change driven by carbon pollution. These EPA hearings are a crucial opportunity for people to let the EPA know they support the agency's efforts to reduce harmful carbon pollution, and we'll be there to make sure our supporters don't get too hot."

If approved, the EPA's Clean Power Plan would provide the first-ever national standards to limit the amount of carbon pollution existing power plants can produce – aiming to cut emissions by 30 percent below 2005 levels by 2030. The EPA estimates that the rule would provide significant economic and health benefits, including the prevention of 150,000 asthma attacks and 6,600 premature deaths annually by 2030 as well as the creation of 76,000 to 112,000 new jobs in 2025 by expanding the energy efficiency sector alone.

The EPA's Clean Power Plan is open for public comment until October 16, 2014.

"The rule would be a critical step towards holding polluters accountable for the carbon pollution they dump into the atmosphere – but first, it's up to us – the people – to make sure we support the EPA's efforts and the rule becomes law," said Berlin.

People visiting the trucks will have the opportunity to comment on the proposed EPA rule and tweet at the EPA (@EPA) and their elected officials about their support for the rule, using the hashtags #ImTooHot and #ActOnClimate.

Hearings will be held on the following dates in these four cities:

Atlanta – July 29 & 30

Denver – July 29 & 30

Pittsburgh – July 31 & August 1

Washington D.C. – July 29 & 30

Two-time Olympic skier Kaylin Richardson will testify in Denver on July 29<sup>th</sup>.

**About Climate Reality:**

**The Climate Reality Project** is one of the world's leading organizations dedicated to mobilizing action around climate change. With a global movement more than 5 million strong and a grassroots network of trained Climate Reality Leaders, we are spreading the truth of the climate crisis to communities everywhere and creating cultural momentum to solve it. Former Vice President and Nobel Laureate Al Gore is the Founder and Chairman of The Climate Reality Project. For more information, visit [www.climateRealityproject.org](http://www.climateRealityproject.org) or follow us on Twitter at [@ClimateReality](https://twitter.com/ClimateReality).

**About Ben & Jerry's:**

As an aspiring social justice company, Ben & Jerry's believes in a greater calling than simply making a profit for selling its goods. The company produces a wide variety of super-premium ice cream, yogurt and sorbet using high-quality ingredients. Ben & Jerry's incorporates its vision of Linked Prosperity into its business practices in a number of ways including a focus on values-led sourcing. In 2014 the company plans to complete its transition to using entirely non-GMO (genetically modified organisms) ingredients by source as well as to fully Fairtrade-certified ingredients wherever possible, which benefits farmers in developing countries. Ben and Jerry's products are distributed in 35 countries in supermarkets, grocery stores, convenience stores, franchise Ben & Jerry's Scoop Shops, restaurants and other venues. Ben & Jerry's, a Vermont corporation and wholly-owned subsidiary of Unilever, operates its business on a three-part Mission Statement emphasizing product quality, economic reward and a commitment to the community. Ben & Jerry's became a certified B Corp (Benefit Corporation) in 2012. The Ben & Jerry's Foundation's employee-led grant programs totaled \$2.5MM in 2013 to support economic and social justice, environmental restoration, and peace through understanding. For the inside scoop on Ben & Jerry's visit [www.benjerry.com](http://www.benjerry.com).

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**Stephen Mills** | Director of Strategic Partnerships

The Climate Reality Project

750 Ninth Street, NW, Suite 520 | Washington, DC 20001

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E-mail: [stephen.mills@climatereality.com](mailto:stephen.mills@climatereality.com)

Skype: stephenmills

[www.climaterealityproject.org](http://www.climaterealityproject.org)



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**To:** Allen, Laura[Allen.Laura@epa.gov]  
**From:** Aguirre, Amanda  
**Sent:** Thur 7/10/2014 4:59:51 PM  
**Subject:** Re: Tomorrow: LULAC Tweets

Cool will do. Thanks!

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**From:** Allen, Laura  
**Sent:** Thursday, July 10, 2014 12:53:56 PM  
**To:** Aguirre, Amanda  
**Subject:** RE: Tomorrow: LULAC Tweets

I'm out tomorrow but work with Monica.

**From:** Aguirre, Amanda  
**Sent:** Thursday, July 10, 2014 12:26 PM  
**To:** Lee, Monica; Allen, Laura; Johnson, Alisha; Orquina, Jessica; Purchia, Liz  
**Cc:** Ragland, Micah; Enobakhare, Rosemary  
**Subject:** Tomorrow: LULAC Tweets

Hi Team- The Administrator is speaking at LULAC tomorrow evening. Would it be possible to get some tweets out tomorrow to promote her attendance and then a follow up? I have outlined suggestions below. Can yall confirm, if any of these would be possible to send? Happy to make edits or provide more info. Eric, will also be in attendance helping to grab some photos, waiting on a final link for the livestream but will pass it along when I have it.

Thanks!

Amanda

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**From:** Amanda Aguirre **Ex. 6 - Personal Privacy**  
**Sent:** Thursday, July 10, 2014 11:57:31 AM  
**To:** Aguirre, Amanda  
**Subject:**

85<sup>th</sup> LULAC National Conference Presidential Banquet

**Speaking Time:** 7:43PM

**Date:** July 11, 2014

**Speaking Duration:** 10 mins- 15 mins (No Q&A)

# Ex. 5 - Deliberative

85<sup>th</sup> LULAC National Conference Presidential Banquet

***Speaking Time:*** 7:43PM

***Date:*** July 11, 2014

***Speaking Duration:*** 10 mins- 15 mins (No Q&A)

***Optional FYI:*** Presidential Banquet Reception 6:00-7:00PM

***Topic:*** Discuss disproportionate health impacts of climate change on the Latino community and the recently released clean power plan. Highlighting the importance of taking action on climate, for the future of our

families and community.

*Meet & Greet:*  
*(Location TBD)*

*President Moran & Executive Director Brent Wilkes*

*Location:*  
New York, NY 10019

New York Hilton Midtown, 1335 Avenue of the Americas,

*Room:*

Grand Ballroom (3<sup>rd</sup> Floor)

*Departure:*

*7:43PM-7:55PM*

*Number of Participants:*

*1,200*

**To:** Allen, Laura[Allen.Laura@epa.gov]  
**From:** Harris-Young, Dawn  
**Sent:** Wed 6/25/2014 8:33:14 PM  
**Subject:** RE: Climate Action Plan Anniversary Amplification

Hi Laura,

Could you send a high resolution photo of Gina?

Thanks,

Dawn

Dawn Harris Young

Public Affairs Specialist

U.S. Environmental Protection Agency - Region 4

Office of External Affairs

404-562-8421 (office)

404-562-8335 (fax)

[harris-young.dawn@epa.gov](mailto:harris-young.dawn@epa.gov)

**From:** Allen, Laura

**Sent:** Wednesday, June 25, 2014 11:32 AM

**To:** Blackburn, Elizabeth; Cohen, Nancy; Kandil, Shereen; Hanson, Brooke; Dunton, Cheryl; Pontillo, Gene; Millett, John; Grantham, Nancy; Deegan, Dave; Zimmerman, Emily; Bellow, Bonnie; Mears, Mary; Rodriguez, Elias; Kluesner, Dave; Reyes, Brenda; Romanowski, Larisa; White, Terri-A; Sternberg, David; schaffer, joan; Smith, Bonnie; Seneca, Roy; Heron, Donna; Lincoln, Larry; Harris-Young, Dawn; Marraccini, Davina; Rowan, Anne; Cannon, Phillippa; Cassell, Peter; Singer, Joshua; Arcaute, Francisco; Kelley, Jeff

**Cc:** Purchia, Liz; Lee, Monica; Hull, George

**Subject:** RE: Climate Action Plan Anniversary Amplification



All, here is the link to the Climate Action Plan progress report. <http://www.whitehouse.gov/the-press-office/2014/06/25/progress-report-president-obama-s-climate-action-plan>

You can also link to the Administrator's EPA Connect blog or Huffpost blog post in social media:

[http://www.huffingtonpost.com/gina-mccarthy/under-president-obamas-cl\\_b\\_5529238.html](http://www.huffingtonpost.com/gina-mccarthy/under-president-obamas-cl_b_5529238.html)

<http://blog.epa.gov/epaconnect/2014/06/obamas-climate-action-plan-a-year-of-progress-at-epa/>

Thanks.

**From:** Allen, Laura

**Sent:** Tuesday, June 24, 2014 7:23 PM

**To:** Blackburn, Elizabeth; Cohen, Nancy; Kandil, Shereen; Hanson, Brooke; Dunton, Cheryl; Pontillo, Gene; Millett, John; Grantham, Nancy; Deegan, Dave; Zimmerman, Emily; Bellow, Bonnie; Mears, Mary; Rodriguez, Elias; Kluesner, Dave; Reyes, Brenda; Romanowski, Larisa; White, Terri-A; Sternberg, David; schaffer, joan; Smith, Bonnie; Seneca, Roy; Heron, Donna; Lincoln, Larry; Harris-Young, Dawn; Marraccini, Davina; Rowan, Anne; Cannon, Phillippa; Cassell, Peter; Singer, Joshua; Arcaute, Francisco; Kelley, Jeff

**Cc:** Purchia, Liz; Lee, Monica; Hull, George

**Subject:** Climate Action Plan Anniversary Amplification

Hey everyone – as we mentioned in the PADs call earlier, tomorrow is the anniversary of President Obama's Climate Action Plan. We will be promoting the anniversary and the agency's progress via HQ social media accounts and an HQ blog post.

We are asking for your help in amplifying the anniversary regionally through social media, pitching the attached column by the Administrator to your local newspapers, and adding messaging about the agency's progress to any events or speeches that your RA has planned for

tomorrow, and the rest of the week.

Attached are three documents:

- Column by the Administrator for pitching to local papers
- Overview of Administration progress on the Climate Action Plan
- Overview of EPA progress on the Climate Action Plan

The White House will be releasing a Climate Action Plan Progress report tomorrow, which will list the Administration's achievements. We will send this link first thing tomorrow for use in tweets.

**Ex. 5 - Deliberative**

Laura Allen

Deputy Press Secretary  
Office of the Administrator  
U.S. Environmental Protection Agency

Email: [Allen.Laura@epa.gov](mailto:Allen.Laura@epa.gov)

Office: 202-564-1175

**Personal Cell/email**

Please consider the environment before printing this email.

**To:** Allen, Laura[Allen.Laura@epa.gov]; Aguirre, Amanda[Aguirre.Amanda@epa.gov]; Orquina, Jessica[Orquina.Jessica@epa.gov]  
**Cc:** Lee, Monica[Lee.Monica@epa.gov]  
**From:** Younes, Lina  
**Sent:** Wed 6/25/2014 8:07:59 PM  
**Subject:** RE: Climate Action Plan Anniversary Amplification--TRANSLATED BLOG

1, 2, 5, 6, 9 have good Hispanic media contacts.

Lina Younes

Multilingual Communications Liaison

Office of Web Communications

US Environmental Protection Agency

Washington, DC 20460

202-564-9924

Visit EPA's Spanish portal at [www.epa.gov/espanol](http://www.epa.gov/espanol)

[Facebook.com/epaespanol](https://www.facebook.com/epaespanol)

[Twitter.com/epaespanol](https://twitter.com/epaespanol)

[Blog.epa.gov/espanol](http://Blog.epa.gov/espanol)

**From:** Allen, Laura  
**Sent:** Wednesday, June 25, 2014 4:06 PM  
**To:** Aguirre, Amanda; Younes, Lina; Orquina, Jessica  
**Cc:** Lee, Monica  
**Subject:** RE: Climate Action Plan Anniversary Amplification--TRANSLATED BLOG

Great, I also sent to region 4 and plan to send to a few other regions.

**From:** Aguirre, Amanda  
**Sent:** Wednesday, June 25, 2014 4:01 PM

**To:** Younes, Lina; Allen, Laura; Orquina, Jessica  
**Cc:** Lee, Monica  
**Subject:** RE: Climate Action Plan Anniversary Amplification--TRANSLATED BLOG

Thank you Lina, this is awesome. Sending it to the groups now!

Amanda

**From:** Younes, Lina  
**Sent:** Wednesday, June 25, 2014 3:53 PM  
**To:** Allen, Laura; Orquina, Jessica; Aguirre, Amanda  
**Cc:** Lee, Monica  
**Subject:** RE: Climate Action Plan Anniversary Amplification--TRANSLATED BLOG

I translated the Administrator's Blog on the Climate Action Plan Anniversary.

Here's the Spanish version:

Bajo el Plan de Acción Climática del presidente Obama, un año de progreso en la EPA:

<http://blog.epa.gov/espanol/2014/06/bajo-el-plan-de-accion-climatica-del-presidente-obama-un-ano-de-progreso-en-la-epa/>

Lina Younes

Multilingual Communications Liaison

Office of Web Communications

US Environmental Protection Agency

Washington, DC 20460

202-564-9924

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[Facebook.com/epaespanol](https://www.facebook.com/epaespanol)

[Twitter.com/epaespanol](https://twitter.com/epaespanol)

[Blog.epa.gov/espanol](http://Blog.epa.gov/espanol)

**From:** Allen, Laura

**Sent:** Wednesday, June 25, 2014 2:46 PM

**To:** Younes, Lina; Orquina, Jessica

**Cc:** Lee, Monica

**Subject:** RE: Climate Action Plan Anniversary Amplification

Great, thanks

**From:** Younes, Lina

**Sent:** Wednesday, June 25, 2014 2:15 PM

**To:** Allen, Laura; Orquina, Jessica

**Cc:** Lee, Monica

**Subject:** RE: Climate Action Plan Anniversary Amplification

I've translated and posted the F/Ts. Working on translating the Administrator's blog.

Lina Younes

Multilingual Communications Liaison

Office of Web Communications

US Environmental Protection Agency

Washington, DC 20460

202-564-9924

Visit EPA's Spanish portal at [www.epa.gov/espanol](http://www.epa.gov/espanol)

[Facebook.com/epaespanol](https://www.facebook.com/epaespanol)

[Twitter.com/epaespanol](https://twitter.com/epaespanol)

[Blog.epa.gov/espanol](http://Blog.epa.gov/espanol)

**From:** Allen, Laura

**Sent:** Wednesday, June 25, 2014 1:06 PM

**To:** Orquina, Jessica; Younes, Lina

**Cc:** Lee, Monica

**Subject:** Fw: Climate Action Plan Anniversary Amplification

Not sure we discussed this. Is it possible?

**From:** Lincoln, Larry <[Lincoln.Larry@epa.gov](mailto:Lincoln.Larry@epa.gov)>

**Sent:** Wednesday, June 25, 2014 12:16 PM

**To:** Allen, Laura

**Subject:** RE: Climate Action Plan Anniversary Amplification

Laura,

Does HQ plan to provide Spanish language materials as well?

Thanks,

Larry S. Lincoln  
Director  
Office of External Affairs  
U.S. Environmental Protection Agency, Region 4  
Phone: (404) 562-8304  
e-mail: [lincoln.larry@epa.gov](mailto:lincoln.larry@epa.gov)

<http://www.epa.gov/region4/newsevents/index.html>

Follow Region 4 on Twitter: [www.twitter.com/EPASoutheast](http://www.twitter.com/EPASoutheast)

and Facebook: [www.facebook.com/eparegion4](http://www.facebook.com/eparegion4)

**From:** Allen, Laura

**Sent:** Wednesday, June 25, 2014 11:32 AM

**To:** Blackburn, Elizabeth; Cohen, Nancy; Kandil, Shereen; Hanson, Brooke; Dunton, Cheryl; Pontillo, Gene; Millett, John; Grantham, Nancy; Deegan, Dave; Zimmerman, Emily; Bellow, Bonnie; Mears, Mary; Rodriguez, Elias; Kluesner, Dave; Reyes, Brenda; Romanowski, Larisa; White, Terri-A; Sternberg, David; schaffer, joan; Smith, Bonnie; Seneca, Roy; Heron, Donna; Lincoln, Larry; Harris-Young, Dawn; Marraccini, Davina; Rowan, Anne; Cannon, Phillippa; Cassell, Peter; Singer, Joshua; Arcaute, Francisco; Kelley, Jeff

**Cc:** Purchia, Liz; Lee, Monica; Hull, George

**Subject:** RE: Climate Action Plan Anniversary Amplification

All, here is the link to the Climate Action Plan progress report. <http://www.whitehouse.gov/the-press-office/2014/06/25/progress-report-president-obama-s-climate-action-plan>

You can also link to the Administrator's EPA Connect blog or Huffpost blog post in social media:

[http://www.huffingtonpost.com/gina-mccarthy/under-president-obamas-cl\\_b\\_5529238.html](http://www.huffingtonpost.com/gina-mccarthy/under-president-obamas-cl_b_5529238.html)

<http://blog.epa.gov/epaconnect/2014/06/obamas-climate-action-plan-a-year-of-progress-at-epa/>



Thanks.

**From:** Allen, Laura

**Sent:** Tuesday, June 24, 2014 7:23 PM

**To:** Blackburn, Elizabeth; Cohen, Nancy; Kandil, Shereen; Hanson, Brooke; Dunton, Cheryl; Pontillo, Gene; Millett, John; Grantham, Nancy; Deegan, Dave; Zimmerman, Emily; Bellow, Bonnie; Mears, Mary; Rodriguez, Elias; Kluesner, Dave; Reyes, Brenda; Romanowski, Larisa; White, Terri-A; Sternberg, David; schaffer, joan; Smith, Bonnie; Seneca, Roy; Heron, Donna; Lincoln, Larry; Harris-Young, Dawn; Marraccini, Davina; Rowan, Anne; Cannon, Phillippa; Cassell, Peter; Singer, Joshua; Arcaute, Francisco; Kelley, Jeff

**Cc:** Purchia, Liz; Lee, Monica; Hull, George

**Subject:** Climate Action Plan Anniversary Amplification

Hey everyone – as we mentioned in the PADs call earlier, tomorrow is the anniversary of President Obama's Climate Action Plan. We will be promoting the anniversary and the agency's progress via HQ social media accounts and an HQ blog post.

We are asking for your help in amplifying the anniversary regionally through social media, pitching the attached column by the Administrator to your local newspapers, and adding messaging about the agency's progress to any events or speeches that your RA has planned for tomorrow, and the rest of the week.

Attached are three documents:

- Column by the Administrator for pitching to local papers
- Overview of Administration progress on the Climate Action Plan
- Overview of EPA progress on the Climate Action Plan

The White House will be releasing a Climate Action Plan Progress report tomorrow, which will list the Administration's achievements. We will send this link first thing tomorrow for use in tweets.

# Ex. 5 - Deliberative

Laura Allen

Deputy Press Secretary  
Office of the Administrator  
U.S. Environmental Protection Agency

Email: [Allen.Laura@epa.gov](mailto:Allen.Laura@epa.gov)

Office: 202-564-1175

**Personal Cell/email**

Please consider the environment before printing this email.



**To:** Allen, Laura[Allen.Laura@epa.gov]  
**From:** Vance, Eric  
**Sent:** Thur 6/5/2014 4:04:46 PM  
**Subject:** Re: Tweet - Today

If you look down this thread you'll find the original files I attached to this entire thread.

Eric Vance  
Chief Photographer, USEPA  
Office of the Administrator  
1200 Pennsylvania Ave, NW  
Washington, DC 20640  
WJCN, 6330K

202.564.2655 office

Ex. 6 - Personal Privacy

\*\*\*

Link to Office of Multimedia photo galleries, accessible from within EPA's network.  
<http://intranet.epa.gov/media/>

\*\*\*

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**From:** Allen, Laura  
**Sent:** Thursday, June 5, 2014 11:58:56 AM  
**To:** Aguirre, Amanda; Enobakhare, Rosemary; Hart, Daniel; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Johnson, Alisha; Levy, Jeffrey; Vance, Eric  
**Subject:** RE: Tweet - Today

Guys, please just send me the individual photos and we can get them in a fb album and tweet out. Send me their twitter handles if you have them.

**From:** Aguirre, Amanda  
**Sent:** Thursday, June 05, 2014 11:41 AM  
**To:** Allen, Laura; Enobakhare, Rosemary; Hart, Daniel; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Johnson, Alisha; Levy, Jeffrey; Vance, Eric  
**Subject:** Re: Tweet - Today

Sure. I will re forward the photo below. I want to flag that the leaders in these photos are a big deal. TD Jakes, gentlemen in the top right photo, his book is currently number 1 on the NY times best seller list and is a spiritual advisor to the president has a lot of followers if we want to tag him the other is president of hampton university. So I would. encourage us to use them if we can. Thanks!

---

**From:** Allen, Laura  
**Sent:** Thursday, June 5, 2014 11:30:04 AM  
**To:** Enobakhare, Rosemary; Aguirre, Amanda; Hart, Daniel; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Johnson, Alisha; Levy, Jeffrey; Vance, Eric  
**Subject:** RE: Tweet - Today

Thanks Rosemary. Can you just send me the photo from the left bottom corner?

**From:** Enobakhare, Rosemary  
**Sent:** Thursday, June 05, 2014 11:23 AM  
**To:** Allen, Laura; Aguirre, Amanda; Hart, Daniel; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Johnson, Alisha; Levy, Jeffrey; Vance, Eric  
**Subject:** Re: Tweet - Today

Updated photo attached.

---

**From:** Enobakhare, Rosemary  
**Sent:** Thursday, June 5, 2014 11:05:29 AM  
**To:** Allen, Laura; Aguirre, Amanda; Hart, Daniel; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Johnson, Alisha; Levy, Jeffrey; Vance, Eric  
**Subject:** RE: Tweet - Today

Im going to combine a few of eric's photos and send it back to you for the tweet.

**From:** Allen, Laura  
**Sent:** Thursday, June 05, 2014 10:46 AM  
**To:** Enobakhare, Rosemary; Aguirre, Amanda; Hart, Daniel; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Johnson, Alisha; Levy, Jeffrey; Vance, Eric  
**Subject:** RE: Tweet - Today

**Ex. 5 - Deliberative**

**Ex. 5 - Deliberative**

**From:** Enobakhare, Rosemary  
**Sent:** Thursday, June 05, 2014 10:01 AM  
**To:** Aguirre, Amanda; Hart, Daniel; Allen, Laura; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Johnson, Alisha; Levy, Jeffrey; Vance, Eric  
**Subject:** Re: Tweet - Today

I've attached a photo that you all can use.

---

**From:** Aguirre, Amanda  
**Sent:** Thursday, June 5, 2014 9:45:21 AM  
**To:** Hart, Daniel; Allen, Laura; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey; Vance, Eric  
**Subject:** RE: Tweet - Today

+ Eric. Can you shoot around the photos from yesterday when they are ready so we can get a tweet out. Thanks!

Amanda

**From:** Aguirre, Amanda  
**Sent:** Wednesday, June 04, 2014 5:34 PM  
**To:** Hart, Daniel; Allen, Laura; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey  
**Subject:** RE: Tweet - Today

Hello again- In addition to the tweet for the HR Chamber event, she is speaking at the 100<sup>th</sup> Anniversary of the Hampton Ministers Conference from 6:50-7:10 roughly. Not sure if it is best to do this tonight or tomorrow. We are going to try send some photos as soon as we can, but if we could stay flexible that would be great. Some rough drafts below. Thanks!

# Ex. 5 - Deliberative

**From:** Aguirre, Amanda

**Sent:** Wednesday, June 04, 2014 5:28 PM

**To:** Hart, Daniel; Allen, Laura; Orquina, Jessica

**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey

**Subject:** RE: Tweet - Today

## Ex. 5 - Deliberative

**From:** Hart, Daniel

**Sent:** Wednesday, June 04, 2014 5:08 PM

**To:** Aguirre, Amanda; Allen, Laura; Orquina, Jessica

**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey

**Subject:** RE: Tweet - Today

## Ex. 5 - Deliberative

**From:** Hart, Daniel

**Sent:** Wednesday, June 04, 2014 5:07 PM

**To:** Aguirre, Amanda; Allen, Laura; Orquina, Jessica

**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey

**Subject:** RE: Tweet - Today

## **Ex. 5 - Deliberative**



# Ex. 5 - Deliberative

-----Original Message-----

From: Hart, Daniel

Sent: Wednesday, June 04, 2014 5:05 PM

To: Aguirre, Amanda; Allen, Laura; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey

Subject: RE: Tweet - Today

## **Ex. 5 - Deliberative**

-----Original Message-----

From: Hart, Daniel

Sent: Wednesday, June 04, 2014 5:01 PM

To: Aguirre, Amanda; Allen, Laura; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey

Subject: RE: Tweet - Today

Laura,

## **Ex. 5 - Deliberative**

## Ex. 5 - Deliberative

-----Original Message-----

From: Vance, Eric

Sent: Wednesday, June 04, 2014 4:44 PM

To: Aguirre, Amanda; Allen, Laura; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel; Levy, Jeffrey

Subject: Re: Tweet - Today

Here's the link...

[Http://feetwetphotos.smugmug.com/EPA-Events/Virginia](http://feetwetphotos.smugmug.com/EPA-Events/Virginia)

### Other Exemption

To download, rest cursor on large preview image. A box slides in. Click bottom icon "Save Photo".

Downloads are free and images are public domain.

They are going up now.

Eric Vance

Chief Photographer, USEPA

Office of the Administrator

1200 Pennsylvania Ave, NW

Washington, DC 20640

WJCN, 6330K

202.564.2655 office

**Ex. 6 - Personal Privacy**

\*\*\*

Link to Office of Multimedia photo galleries, accessible from within EPA's network.

<http://intranet.epa.gov/media/>

\*\*\*

---

From: Aguirre, Amanda

Sent: Wednesday, June 4, 2014 3:14:38 PM

To: Allen, Laura; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

Subject: Re: Tweet - Today

**Ex. 5 - Deliberative**

---

From: Allen, Laura

Sent: Wednesday, June 4, 2014 3:03:53 PM

To: Aguirre, Amanda; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

Subject: RE: Tweet - Today

**Ex. 5 - Deliberative**

-----Original Message-----

From: Aguirre, Amanda

Sent: Wednesday, June 04, 2014 3:03 PM

To: Allen, Laura; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

Subject: Re: Tweet - Today

**Ex. 5 - Deliberative**

---

From: Allen, Laura

Sent: Wednesday, June 4, 2014 3:02:05 PM

To: Aguirre, Amanda; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

Subject: RE: Tweet - Today

## **Ex. 5 - Deliberative**

-----Original Message-----

From: Aguirre, Amanda

Sent: Wednesday, June 04, 2014 2:50 PM

To: Orquina, Jessica; Allen, Laura

Cc: Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

Subject: Re: Tweet - Today

# **Ex. 5 - Deliberative**

Rosemary will follow up with the photos.

---

From: Orquina, Jessica

Sent: Wednesday, June 4, 2014 1:49:41 PM

To: Allen, Laura

Cc: Aguirre, Amanda; Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

Subject: Re: Tweet - Today

+ Danny, if needed. I'm out today.

Jess

Jessica Ann Orquina

Social Media Lead

Office of Web Communications

U.S. Environmental Protection Agency

Email: [orquina.jessica@epa.gov](mailto:orquina.jessica@epa.gov)

Office: 202-564-0446

**Ex. 6 - Personal Privacy**

> On Jun 4, 2014, at 1:46 PM, "Allen, Laura" <[Allen.Laura@epa.gov](mailto:Allen.Laura@epa.gov)> wrote:

>

> Yes, please send me draft tweets and photos

>

> -----Original Message-----

> From: Aguirre, Amanda

> Sent: Wednesday, June 04, 2014 1:45 PM

> To: Orquina, Jessica; Younes, Lina; Allen, Laura; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha

> Subject: Tweet - Today

>

> Laura and Jessica- The Administrator is participating in roundtable right now from 1:30-2:30 at the Hampton Roads chamber of commerce in conjunction with the The White House Business Council and Business Forward. Can the administrator tweet about it this afternoon? Eric is also here grabbing some photos. Thanks!

>

> Amanda



**To:** Allen, Laura[Allen.Laura@epa.gov]; Orquina, Jessica[Orquina.Jessica@epa.gov]  
**From:** Aguirre, Amanda  
**Sent:** Wed 6/4/2014 7:08:12 PM  
**Subject:** Re: Tweet - Today

**Ex. 5 - Deliberative**

From: Vance, Eric  
 Sent: Wednesday, June 4, 2014 3:06:18 PM  
 To: Allen, Laura; Aguirre, Amanda; Orquina, Jessica  
 Cc: Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel  
 Subject: Re: Tweet - Today

**Ex. 5 - Deliberative**

Eric Vance  
 Chief Photographer, USEPA  
 Office of the Administrator  
 1200 Pennsylvania Ave, NW  
 Washington, DC 20640  
 WJCN, 6330K

202.564.2655 office

**Ex. 6 - Personal Privacy**

\*\*\*

Link to Office of Multimedia photo galleries, accessible from within EPA's network.  
<http://intranet.epa.gov/media/>

\*\*\*

From: Allen, Laura  
 Sent: Wednesday, June 4, 2014 3:03:53 PM  
 To: Aguirre, Amanda; Orquina, Jessica  
 Cc: Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel  
 Subject: RE: Tweet - Today

**Ex. 5 - Deliberative**

-----Original Message-----

From: Aguirre, Amanda  
 Sent: Wednesday, June 04, 2014 3:03 PM  
 To: Allen, Laura; Orquina, Jessica  
 Cc: Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel  
 Subject: Re: Tweet - Today

**Ex. 5 - Deliberative**

From: Allen, Laura  
 Sent: Wednesday, June 4, 2014 3:02:05 PM  
 To: Aguirre, Amanda; Orquina, Jessica  
 Cc: Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

Subject: RE: Tweet - Today

Thanks, posting now.

-----Original Message-----

From: Aguirre, Amanda

Sent: Wednesday, June 04, 2014 2:50 PM

To: Orquina, Jessica; Allen, Laura

Cc: Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

Subject: Re: Tweet - Today

## Ex. 5 - Deliberative

---

From: Orquina, Jessica

Sent: Wednesday, June 4, 2014 1:49:41 PM

To: Allen, Laura

Cc: Aguirre, Amanda; Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

Subject: Re: Tweet - Today

+ Danny, if needed. I'm out today.

Jess

Jessica Ann Orquina

Social Media Lead

Office of Web Communications

U.S. Environmental Protection Agency

Email: [orquina.jessica@epa.gov](mailto:orquina.jessica@epa.gov)

Office: 202-564-0446

**Ex. 6 - Personal Privacy**

> On Jun 4, 2014, at 1:46 PM, "Allen, Laura" <[Allen.Laura@epa.gov](mailto:Allen.Laura@epa.gov)> wrote:

>

> Yes, please send me draft tweets and photos

>

> -----Original Message-----

> From: Aguirre, Amanda

> Sent: Wednesday, June 04, 2014 1:45 PM

> To: Orquina, Jessica; Younes, Lina; Allen, Laura; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha

> Subject: Tweet - Today

>

> Laura and Jessica- The Administrator is participating in roundtable right now from 1:30-2:30 at the Hampton Roads chamber of commerce in conjunction with the The White House Business Council and Business Forward. Can the administrator tweet about it this afternoon? Eric is also here grabbing some photos. Thanks!

>

> Amanda

**To:** Reynolds, Thomas[Reynolds.Thomas@epa.gov]; Johnson, Alisha[Johnson.Alisha@epa.gov]; Purchia, Liz[Purchia.Liz@epa.gov]  
**Cc:** Allen, Laura[Allen.Laura@epa.gov]; Samy, Kevin[Samy.Kevin@epa.gov]  
**From:** Lee, Monica  
**Sent:** Tue 6/3/2014 8:40:15 PM  
**Subject:** RE: Reddit

Unless someone objects, I'm going to tweet again from @GinaEPA so the AMA specific Reddit account can retweet us. There's been a delay getting her on the schedule, and I want to make sure the most amount of people know it happening.

## Ex. 5 - Deliberative

**From:** Lee, Monica  
**Sent:** Tuesday, June 03, 2014 1:56 PM  
**To:** Reynolds, Thomas; Johnson, Alisha; Liz Purchia (Purchia.Liz@epa.gov)  
**Cc:** Allen, Laura; Samy, Kevin  
**Subject:** RE: Reddit

## Ex. 5 - Deliberative

Let me know if you have any questions.

Thanks.

**From:** Lee, Monica  
**Sent:** Tuesday, June 03, 2014 1:38 PM  
**To:** Reynolds, Thomas; Johnson, Alisha; Liz Purchia (Purchia.Liz@epa.gov)  
**Cc:** Allen, Laura; Samy, Kevin

**Subject:** Reddit

Hey guys – here’s info for the Reddit AMA tonight. I’d like to make the thread live between 2 and 3 and tweet from Gina’s account immediately. OPE, the regions, and the White House have all agreed to amplify the Administrator’s participation.

# Ex. 5 - Deliberative

# Ex. 5 - Deliberative

Monica Lee

Deputy Press Secretary

Office of the Administrator

Environmental Protection Agency

Direct: 202-564-0645

**Ex. 6 - Personal Privacy**

[lee.monica@epa.gov](mailto:lee.monica@epa.gov)

**To:** Allen, Laura[Allen.Laura@epa.gov]  
**From:** Lee, Monica  
**Sent:** Tue 6/3/2014 7:26:28 PM  
**Subject:** FW: TONIGHT: Reddit AMA with Administrator Gina McCarthy  
[Hey Reddit.jpg](#)

I can send this to your regions if you're swamped/won't be back at your desk for a while.

**From:** Lee, Monica  
**Sent:** Tuesday, June 03, 2014 3:18 PM  
**To:** David Gray (gray.david@epa.gov); Taheri, Diane; McCorkhill, Michael; Durant, Jennah; Assunto, Carmen; Carey, Curtis; Bryan, David; Lancaster, Kris; Whitley, Christopher; Kessler, Martin; Washburn, Ben; Bond, Shannon; Smith, Paula; Faulk, Libby; Mylott, Richard; Allen, Matthew; McClain-Vanderpool, Lisa; Zito, Kelly; Keener, Bill; Mogharabi, Nahal; PerezSullivan, Margot; Higuchi, Dean; Holsman, Marianne; Philip, Jeff; MacIntyre, Mark; Kader, Hanady; Skadowski, Suzanne; 'Schulman, Kori'  
**Cc:** Allen, Laura  
**Subject:** TONIGHT: Reddit AMA with Administrator Gina McCarthy

Hello everyone – tonight at 6PM ET the Administrator will be participating in a Reddit “Ask Me Anything” (AMA) to take questions on the Clean Power Plan. She tweeted a photo of herself holding a Reddit sign letting folks know she's going to be participating, but we'd love your help amplifying as well. I've included below the title and header of the AMA, as well as some sample tweets. I've also included the photo the Administrator tweeted out, which you all should use in your tweets if possible. Again, anything you can do to amplify would be much appreciated!

**TITLE:** I am Gina McCarthy, Administrator of the Environmental Protection Agency. AMA.

**HEADING:** Gina McCarthy here. EPA Administrator, mom, wife, Boston area native, Red Sox Fan.

Yesterday the EPA

proposed a commonsense plan to cut carbon pollution from power plants. The science shows that climate change is already

maintain an affordable, reliable energy system, while cutting pollution and protecting our health and environment now and  
Read More [HERE](#). Ask Me Anything. Proof it's me: [LINK TO TWEET WITH PHOTO OF HER]

Here are the tweets we're putting out as well as a couple sample ones for you all to use.

-

From @GinaEPA

**2:45:** Hey Everyone, I'll be taking questions on the Clean Power Plan @Reddit today @6PM ET. Ask Me Anything! #ActOnClimate

**5:50:** Getting ready to answer questions on the President's Climate Action Plan over on @Reddit [LINK TO PHOTO OF HER IN FRONT OF A COMPUTER] #ActOnClimate

Sample tweets:

- Don't miss @GinaEPA on @Reddit at 6PM tonight! She'll answer questions on the Administration's plan to cut carbon pollution. #ActOnClimate
- Have questions on the Clean Power Plan? Ask @GinaEPA tonight at 6PM ET on @Reddit. #ActOnClimate [LINK TO PHOTO]

Thank you,

Monica

Monica Lee

Deputy Press Secretary

Office of the Administrator

Environmental Protection Agency

Direct: 202-564-0645

**Ex. 6 - Personal Privacy**

lee.monica@epa.gov





**To:** Gray, David[gray.david@epa.gov]; Taheri, Diane[Taheri.Diane@epa.gov]; McCorkhill, Michael[Mccorkhill.Michael@epa.gov]; Durant, Jennah[Durant.Jennah@epa.gov]; Assunto, Carmen[Assunto.Carmen@epa.gov]; Carey, Curtis[Carey.Curtis@epa.gov]; Bryan, David[Bryan.David@epa.gov]; Lancaster, Kris[Lancaster.Kris@epa.gov]; Whitley, Christopher[Whitley.Christopher@epa.gov]; Kessler, Martin[Kessler.Martin@epa.gov]; Washburn, Ben[washburn.ben@epa.gov]; Bond, Shannon[bond.shannon@epa.gov]; Smith, Paula[Smith.Paula@epa.gov]; Faulk, Libby[Faulk.Libby@epa.gov]; Mylott, Richard[Mylott.Richard@epa.gov]; Allen, Matthew[Allen.Matthew@epa.gov]; McClain-Vanderpool, Lisa[Mcclain-Vanderpool.Lisa@epa.gov]; Zito, Kelly[ZITO.KELLY@EPA.GOV]; Keener, Bill[Keener.Bill@epa.gov]; Mogharabi, Nahal[MOGHARABI.NAHAL@EPA.GOV]; PerezSullivan, Margot[PerezSullivan.Margot@epa.gov]; Higuchi, Dean[Higuchi.Dean@epa.gov]; Holsman, Marianne[Holsman.Marianne@epa.gov]; Philip, Jeff[Philip.Jeff@epa.gov]; MacIntyre, Mark[Macintyre.Mark@epa.gov]; Kader, Hanady[Kader.Hanady@epa.gov]; Skadowski, Suzanne[Skadowski.Suzanne@epa.gov]; Schulman, Kori[EOP email/phone]  
**Cc:** Allen, Laura[Allen.Laura@epa.gov]  
**From:** Lee, Monica  
**Sent:** Tue 6/3/2014 7:19:47 PM  
**Subject:** TONIGHT: Reddit AMA with Administrator Gina McCarthy  
[Hey Reddit.jpg](#)

Hello everyone – tonight at 6PM ET the Administrator will be participating in a Reddit “Ask Me Anything” (AMA) to take questions on the Clean Power Plan. She tweeted a photo of herself holding a Reddit sign letting folks know she’s going to be participating, but we’d love your help amplifying as well. I’ve included below the title and header of the AMA, as well as some sample tweets. I’ve also included the photo the Administrator tweeted out, which you all should use in your twetes if possible. Again, anything you can do to amplify would be much appreciated!

**TITLE:** I am Gina McCarthy, Administrator of the Environmental Protection Agency. AMA.

**HEADING:** Gina McCarthy here. EPA Administrator, mom, wife, Boston area native, Red Sox Fan.

Yesterday the EPA

proposed a commonsense plan to cut carbon pollution from power plants. The science shows that climate change is already

maintain an affordable, reliable energy system, while cutting pollution and protecting our health and environment now and  
 Read More [HERE](#). Ask Me Anything. Proof it’s me: [LINK TO TWEET WITH PHOTO OF HER]

Here are the tweets we’re putting out as well as a couple sample ones for you all to use.

-

**From** @GinaEPA

**2:45:** Hey Everyone, I’ll be taking questions on the Clean Power Plan @Reddit today @6PM ET. Ask Me Anything! #ActOnClimate

**5:50:** Getting ready to answer questions on the President's Climate Action Plan over on @Reddit [LINK TO PHOTO OF HER IN FRONT OF A COMPUTER] #ActOnClimate

Sample tweets:

- Don't miss [@GinaEPA](#) on [@Reddit](#) at 6PM tonight! She'll answer questions on the Administration's plan to cut carbon pollution. [#ActOnClimate](#)
- Have questions on the Clean Power Plan? Ask [@GinaEPA](#) tonight at 6PM ET on [@Reddit](#). [#ActOnClimate](#) [LINK TO PHOTO]

Thank you,

Monica

Monica Lee

Deputy Press Secretary

Office of the Administrator

Environmental Protection Agency

Direct: 202-564-0645

#### **Ex. 6 - Personal Privacy**

[lee.monica@epa.gov](mailto:lee.monica@epa.gov)

**To:** Lee, Monica[Lee.Monica@epa.gov]; Reynolds, Thomas[Reynolds.Thomas@epa.gov]; Johnson, Alisha[Johnson.Alisha@epa.gov]  
**Cc:** Allen, Laura[Allen.Laura@epa.gov]; Samy, Kevin[Samy.Kevin@epa.gov]  
**From:** Purchia, Liz  
**Sent:** Tue 6/3/2014 5:46:10 PM  
**Subject:** RE: Reddit

Works for me

Liz Purchia

Press Secretary

U.S. Environmental Protection Agency

Direct: 202-564-6691

Cell: 202-841-2230

**From:** Lee, Monica  
**Sent:** Tuesday, June 03, 2014 1:39 PM  
**To:** Reynolds, Thomas; Johnson, Alisha; Purchia, Liz  
**Cc:** Allen, Laura; Samy, Kevin  
**Subject:** Reddit

Hey guys – here's info for the Reddit AMA tonight. I'd like to make the thread live between 2 and 3 and tweet from Gina's account immediately. OPE, the regions, and the White House have all agreed to amplify the Administrator's participation.

Below is the title of the thread we're creating and the header where we give more info to hopefully get questions specifically on cutting carbon pollution. Whenever you all are good with the content, I'm going to tweet out the attached photo of Gina with a link to the thread where we can start taking questions. Liz, I think linking to the blog makes most sense, but let me know if you prefer the speech or one of the fact sheets.

**Ex. 5 - Deliberative**

# **Ex. 5 - Deliberative**

Monica Lee

Deputy Press Secretary

Office of the Administrator

Environmental Protection Agency

Direct: 202-564-0645

**Ex. 6 - Personal Privacy**

[lee.monica@epa.gov](mailto:lee.monica@epa.gov)

**To:** Purchia, Liz[Purchia.Liz@epa.gov]  
**From:** Allen, Laura  
**Sent:** Fri 9/19/2014 2:27:55 PM  
**Subject:** Fw: social media for climate wk  
[Climate Week - Social media - 9-18-14 JAO dh\(2\).docx](#)  
[Climate Week - more social media from OWC research - 9-18-14 JAO dh\(2\).docx](#)  
[Tweetsfor@GinaEPA\\_climatewk 9.22.14\(1\).docx](#)

Here are my edits. I think the @epa tweets look great. I borrowed a few for @GinaEPA.

## Ex. 5 - Deliberative

**To:** Johnson, Alisha[Johnson.Alisha@epa.gov]; Purchia, Liz[Purchia.Liz@epa.gov]  
**Cc:** Lee, Monica[Lee.Monica@epa.gov]  
**From:** Allen, Laura  
**Sent:** Thur 7/10/2014 10:35:56 PM  
**Subject:** FW: EMBARGOED: Executive Action Report

# Ex. 5 - Deliberative



**Not Responsive**

Kristin; Lee, Sy; Lemaitre, Rafael; Ma, Stephanie; [mafara.hobson@gsa.gov](mailto:mafara.hobson@gsa.gov); [mark.weber@hhs.gov](mailto:mark.weber@hhs.gov); [marsha.catron@hq.dhs.gov](mailto:marsha.catron@hq.dhs.gov); [Massie.Ritsch@ed.gov](mailto:Massie.Ritsch@ed.gov); [matt.paul@oc.usda.gov](mailto:matt.paul@oc.usda.gov); [matthew.chandler@dhs.gov](mailto:matthew.chandler@dhs.gov); [maya.worman@dhs.gov](mailto:maya.worman@dhs.gov); McAlvanah, Matthew; McCoy, Sharon; [meghan.keck@dot.gov](mailto:meghan.keck@dot.gov); [Melanie.Roussell@hud.gov](mailto:Melanie.Roussell@hud.gov); Merkt, Toby (OS/ASPA; [mgoldberg@doc.gov](mailto:mgoldberg@doc.gov); Miller, Laura E.; [Mknightly@peacecorps.gov](mailto:Mknightly@peacecorps.gov); [mmartin@doc.gov](mailto:mmartin@doc.gov); [Molly.buford@do.treas.gov](mailto:Molly.buford@do.treas.gov); Moloney, Megan; Lee, Monica; [Msilverman@peacecorps.gov](mailto:Msilverman@peacecorps.gov); [Natalie.earnest@treasury.gov](mailto:Natalie.earnest@treasury.gov); [Nicole.stickel@hq.dhs.gov](mailto:Nicole.stickel@hq.dhs.gov); [Patrick.N.Rodenbush@hud.gov](mailto:Patrick.N.Rodenbush@hud.gov); [peter.boogaard@hq.dhs.gov](mailto:peter.boogaard@hq.dhs.gov); [prudence.goforth@hhs.gov](mailto:prudence.goforth@hhs.gov); [PsakiJR@state.gov](mailto:PsakiJR@state.gov); Reyes, Anthony; Reynolds, Thomas; Richards, Thomas J.; [Robert.jensen@hq.dhs.gov](mailto:Robert.jensen@hq.dhs.gov); [robert.roberts@hq.doe.gov](mailto:robert.roberts@hq.doe.gov); Roussell, Melanie N.; [Ryan.Daniels2@dot.gov](mailto:Ryan.Daniels2@dot.gov); [Ryan.jacobs@dot.gov](mailto:Ryan.jacobs@dot.gov); [Ryan.N.Hughley@hud.gov](mailto:Ryan.N.Hughley@hud.gov); [sara.gast@ed.gov](mailto:sara.gast@ed.gov); [Sarah.Logan@treasury.gov](mailto:Sarah.Logan@treasury.gov); [Sarah.Misailidis@oc.usda.gov](mailto:Sarah.Misailidis@oc.usda.gov); [sarah.ramsey@nasa.gov](mailto:sarah.ramsey@nasa.gov); Seidler, Erin; [SHorowitz@doc.gov](mailto:SHorowitz@doc.gov); [Skramer@peacecorps.gov](mailto:Skramer@peacecorps.gov); Smith, Sean; [Stephanie.chan@oc.usda.gov](mailto:Stephanie.chan@oc.usda.gov); [stephen.rabin@hhs.gov](mailto:stephen.rabin@hhs.gov); [Stephen.ratner@usdoj.gov](mailto:Stephen.ratner@usdoj.gov); Stephens, Roya; [steven.h.warren2.mil@mail.mil](mailto:steven.h.warren2.mil@mail.mil); [susan.hendrick@dot.gov](mailto:susan.hendrick@dot.gov); Swain, Johathan; [tait.sye@hhs.gov](mailto:tait.sye@hhs.gov); [tanya.bradsher@hq.dhs.gov](mailto:tanya.bradsher@hq.dhs.gov); [Tarah.cooper@dhs.gov](mailto:Tarah.cooper@dhs.gov); [tiffany.m.thomassmith@hud.gov](mailto:tiffany.m.thomassmith@hud.gov); Trim, Arika - OC; Tuss, Taryn L.; VanEs, Christopher J.; [veronica.jackson@hhs.gov](mailto:veronica.jackson@hhs.gov); [victoria.dillon@va.gov](mailto:victoria.dillon@va.gov); [Victoria.esser@treasury.gov](mailto:Victoria.esser@treasury.gov); Warfield, Samantha; Weinstein, Erin; [william.gibbons@hq.doe.gov](mailto:william.gibbons@hq.doe.gov); [young.clarisse@dol.gov](mailto:young.clarisse@dol.gov); Morton, John; [jpryor@opic.gov](mailto:jpryor@opic.gov); Kim, Sophia  
**Subject:** RE: EMBARGOED: Executive Action Report

All –

Below are promised tweets that you can use and I included talking points below.

Again, please keep me posted on how you're amplifying – and let me know if you need anything else.

Thanks,

Ashley

**Messages sent from the White House:**

**Not Responsive**

## Not Responsive

President Obama's clean power plant standards will prevent 150,000 asthma attacks in 2030 ?  
<http://go.wh.gov/PQEM4i> #ActOnClimate

## Not Responsive

In 2014 so far, President Obama has acted on: Climate #collegeopportunity #equalpay  
#RaiseTheWage And more ? <http://go.wh.gov/PQEM4i>

Messages that will be sent from White House twitter accounts:

# Not Responsive

In 2014, President Obama has acted on:

Climate

#CollegeOpportunity

#EqualPay

#RaiseTheWage

And more ? <http://go.wh.gov/PQEM4i>

## Not Responsive

# Not Responsive

President Obama's clean power plant standards will prevent 150,000 asthma attacks in 2030 ? <http://go.oh.gov/PQEM4i> #ActOnClimate

# Not Responsive

# Not Responsive

# Not Responsive

# Not Responsive

# Not Responsive



# Not Responsive

# Not Responsive

# Not Responsive

**To:** Johnson, Alisha[Johnson.Alisha@epa.gov]  
**From:** Allen, Laura  
**Sent:** Mon 6/30/2014 2:55:18 PM  
**Subject:** FW: CPP social media posts scheduled this week  
CPP Social Media Posts Scheduled - June 30 - July 2 - JAO.docx

CPP social media posts to go this wk

**From:** Orquina, Jessica  
**Sent:** Monday, June 30, 2014 10:55 AM  
**To:** Allen, Laura  
**Cc:** Smith, Roxanne; Levy, Jeffrey; Hart, Daniel  
**Subject:** CPP social media posts scheduled this week

Hi Laura,

Here are the social media posts we'll be putting out this week about the Clean Power Plan.

Going forward, would you like me to continue to flag these for you when we have something scheduled?

Thanks! Jess

DATE & TIME	POST MESSAGE	PLATFORM
6/30/2014 14:00	Because of our Clean Power Plan, we'll see over \$90 billion in climate and health benefits. #ActOnClimate	TWITTER
6/30/2014 14:00	Because of our Clean Power Plan, we'll see over \$90 billion in climate and health benefits. #ActOnClimate	GOOGLE+
6/30/2014 14:00	Because of our Clean Power Plan, we'll see over \$90 billion in climate and health benefits. #ActOnClimate	FACEBOOK
6/30/2014 18:30	For every \$1 we invest in our Clean Power Plan, families will see \$7 in health benefits. #ActOnClimate	TWITTER

6/30/2014 18:30	For every \$1 we invest in our Clean Power Plan, families will see \$7 in health benefits. #ActOnClimate	GOOGL
6/30/2014 18:30	For every \$1 we invest in our Clean Power Plan, families will see \$7 in health benefits. #ActOnClimate	FACEB
7/1/2014 10:30	In the first year under our Clean Power Plan, we'll avoid up to 100,000 asthma attacks and 2,100 heart attacks. #ActOnClimate	TWITTI
7/1/2014 10:30	In the first year under our Clean Power Plan, we'll avoid up to 100,000 asthma attacks and 2,100 heart attacks. #ActOnClimate	GOOGL
7/1/2014 10:30	In the first year under our Clean Power Plan, we'll avoid up to 100,000 asthma attacks and 2,100 heart attacks. #ActOnClimate	FACEB
7/2/2014 10:00	With our Clean Power Plan, we expect 30 percent of our electricity will still come from coal by 2030. #ActOnClimate	TWITTI
7/2/2014 10:00	With our Clean Power Plan, we expect 30 percent of our electricity will still come from coal by 2030. #ActOnClimate	GOOGL
7/2/2014 10:00	With our Clean Power Plan, we expect 30 percent of our electricity will still come from coal by 2030. #ActOnClimate	FACEB

Jessica Ann Orquina

Social Media Lead  
Office of Web Communications  
Office of External Affairs and Environmental Education  
U.S. Environmental Protection Agency

Email: [orquina.jessica@epa.gov](mailto:orquina.jessica@epa.gov)

Office: 202-564-0446

**Ex. 6 - Personal Privacy**

EPA: <http://www.epa.gov>

Social Media at EPA:

<http://www.epa.gov/epahome/socialmedia.html>

Please consider the environment before printing this email.

DATE & TIME	POST MESSAGE	PLATFOR
6/30/2014 14:00	Because of our Clean Power Plan, we'll see over \$90 billion in climate and health benefits. #ActOnClimate	M TWITTER
6/30/2014 14:00	Because of our Clean Power Plan, we'll see over \$90 billion in climate and health benefits. #ActOnClimate	GOOGLE+
6/30/2014 14:00	Because of our Clean Power Plan, we'll see over \$90 billion in climate and health benefits. #ActOnClimate	FACEBOOK
6/30/2014 18:30	For every \$1 we invest in our Clean Power Plan, families will see \$7 in health benefits. #ActOnClimate	TWITTER
6/30/2014 18:30	For every \$1 we invest in our Clean Power Plan, families will see \$7 in health benefits. #ActOnClimate	GOOGLE+
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7/1/2014 10:30	In the first year under our Clean Power Plan, we'll avoid up to 100,000 asthma attacks and 2,100 heart attacks. #ActOnClimate	TWITTER
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7/2/2014 10:00	With our Clean Power Plan, we expect 30 percent of our electricity will still come from coal by 2030. #ActOnClimate	FACEBOOK

**To:** Harris-Young, Dawn[Harris-Young.Dawn@epa.gov]  
**From:** Allen, Laura  
**Sent:** Wed 6/25/2014 8:48:15 PM  
**Subject:** RE: Climate Action Plan Anniversary Amplification  
[GinaMcCarthy16x20.jpg](#)

Sure, see attached.

**From:** Harris-Young, Dawn  
**Sent:** Wednesday, June 25, 2014 4:33 PM  
**To:** Allen, Laura  
**Subject:** RE: Climate Action Plan Anniversary Amplification

Hi Laura,

Could you send a high resolution photo of Gina?

Thanks,

Dawn

Dawn Harris Young

Public Affairs Specialist

U.S. Environmental Protection Agency - Region 4

Office of External Affairs

404-562-8421 (office)

404-562-8335 (fax)

[harris-young.dawn@epa.gov](mailto:harris-young.dawn@epa.gov)

**From:** Allen, Laura

**Sent:** Wednesday, June 25, 2014 11:32 AM

**To:** Blackburn, Elizabeth; Cohen, Nancy; Kandil, Shereen; Hanson, Brooke; Dunton, Cheryl; Pontillo, Gene; Millett, John; Grantham, Nancy; Deegan, Dave; Zimmerman, Emily; Bellow, Bonnie; Mears, Mary; Rodriguez, Elias; Kluesner, Dave; Reyes, Brenda; Romanowski, Larisa; White, Terri-A; Sternberg, David; schaffer, joan; Smith, Bonnie; Seneca, Roy; Heron, Donna; Lincoln, Larry; Harris-Young, Dawn; Marraccini, Davina; Rowan, Anne; Cannon, Phillipa; Cassell, Peter; Singer, Joshua; Arcaute, Francisco; Kelley, Jeff

**Cc:** Purchia, Liz; Lee, Monica; Hull, George

**Subject:** RE: Climate Action Plan Anniversary Amplification

All, here is the link to the Climate Action Plan progress report. <http://www.whitehouse.gov/the-press-office/2014/06/25/progress-report-president-obama-s-climate-action-plan>

You can also link to the Administrator's EPA Connect blog or Huffpost blog post in social media:

[http://www.huffingtonpost.com/gina-mccarthy/under-president-obamas-cl\\_b\\_5529238.html](http://www.huffingtonpost.com/gina-mccarthy/under-president-obamas-cl_b_5529238.html)

<http://blog.epa.gov/epaconnect/2014/06/obamas-climate-action-plan-a-year-of-progress-at-epa/>

Thanks.

**From:** Allen, Laura

**Sent:** Tuesday, June 24, 2014 7:23 PM

**To:** Blackburn, Elizabeth; Cohen, Nancy; Kandil, Shereen; Hanson, Brooke; Dunton, Cheryl; Pontillo, Gene; Millett, John; Grantham, Nancy; Deegan, Dave; Zimmerman, Emily; Bellow, Bonnie; Mears, Mary; Rodriguez, Elias; Kluesner, Dave; Reyes, Brenda; Romanowski, Larisa; White, Terri-A; Sternberg, David; schaffer, joan; Smith, Bonnie; Seneca, Roy; Heron, Donna; Lincoln, Larry; Harris-Young, Dawn; Marraccini, Davina; Rowan, Anne; Cannon, Phillipa; Cassell, Peter; Singer, Joshua; Arcaute, Francisco; Kelley, Jeff

**Cc:** Purchia, Liz; Lee, Monica; Hull, George

**Subject:** Climate Action Plan Anniversary Amplification



Hey everyone – as we mentioned in the PADs call earlier, tomorrow is the anniversary of President Obama’s Climate Action Plan. We will be promoting the anniversary and the agency’s progress via HQ social media accounts and an HQ blog post.

We are asking for your help in amplifying the anniversary regionally through social media, pitching the attached column by the Administrator to your local newspapers, and adding messaging about the agency’s progress to any events or speeches that your RA has planned for tomorrow, and the rest of the week.

Attached are three documents:

- Column by the Administrator for pitching to local papers
- Overview of Administration progress on the Climate Action Plan
- Overview of EPA progress on the Climate Action Plan

The White House will be releasing a Climate Action Plan Progress report tomorrow, which will list the Administration’s achievements. We will send this link first thing tomorrow for use in tweets.

#### **SAMPLE SOCIAL MEDIA POSTS:**

**\*\*Continue using the #ActonClimate hashtag**

- One year ago today, the President released his Climate Action Plan. Since, we’ve taken critical steps to #ActOnClimate [link to Climate Action Progress Report]
- Thanks to the Climate Action Plan, more money is being invested in developing clean and renewable energy. #ActOnClimate [link to Climate Action Progress Report]
- As a result of the Climate Action Plan, we’ve announced the first-ever limits on carbon pollution. #ActOnClimate [link to Clean Power Plan web page]

- Thanks to the Climate Action Plan, America is taking a leading role in addressing climate change on a global scale. #ActOnClimate [link to Climate Action Progress Report]
- By increasing renewable energy investment, the Climate Action Plan is encouraging innovation & economic growth. #ActOnClimate
- Thanks to the Climate Action Plan, our communities will be better prepared for future climate change impacts. #ActOnClimate [link to Climate Action Progress Report]
- Tell us how you #ActonClimate to ensure the world we leave our kids is safe, healthy, and full of opportunity. [link to Climate Action Progress Report]

Laura Allen

Deputy Press Secretary  
Office of the Administrator  
U.S. Environmental Protection Agency

Email: [Allen.Laura@epa.gov](mailto:Allen.Laura@epa.gov)

Office: 202-564-1175

**Ex. 6 - Personal Privacy**

Please consider the environment before printing this email.

**To:** Lincoln, Larry[Lincoln.Larry@epa.gov]  
**From:** Allen, Laura  
**Sent:** Wed 6/25/2014 6:46:03 PM  
**Subject:** RE: Climate Action Plan Anniversary Amplification

Yes, facebook posts and tweets have been translated and posted. We are working on translating the Administrator's blog now.

**From:** Lincoln, Larry  
**Sent:** Wednesday, June 25, 2014 12:16 PM  
**To:** Allen, Laura  
**Subject:** RE: Climate Action Plan Anniversary Amplification

Laura,

Does HQ plan to provide Spanish language materials as well?

Thanks,

Larry S. Lincoln  
Director  
Office of External Affairs  
U.S. Environmental Protection Agency, Region 4  
Phone: (404) 562-8304  
e-mail: [lincoln.larry@epa.gov](mailto:lincoln.larry@epa.gov)

<http://www.epa.gov/region4/newsevents/index.html>

Follow Region 4 on Twitter: [www.twitter.com/EPASoutheast](http://www.twitter.com/EPASoutheast)

and Facebook: [www.facebook.com/eparegion4](http://www.facebook.com/eparegion4)

**From:** Allen, Laura  
**Sent:** Wednesday, June 25, 2014 11:32 AM

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**Cc:** Purchia, Liz; Lee, Monica; Hull, George  
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**Cc:** Purchia, Liz; Lee, Monica; Hull, George

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- Thanks to the Climate Action Plan, more money is being invested in developing clean and renewable energy. #ActOnClimate [link to Climate Action Progress Report]
- As a result of the Climate Action Plan, we’ve announced the first-ever limits on carbon pollution. #ActOnClimate [link to Clean Power Plan web page]
- Thanks to the Climate Action Plan, America is taking a leading role in addressing climate change on a global scale. #ActOnClimate [link to Climate Action Progress Report]

- By increasing renewable energy investment, the Climate Action Plan is encouraging innovation & economic growth. #ActOnClimate
- Thanks to the Climate Action Plan, our communities will be better prepared for future climate change impacts. #ActOnClimate [link to Climate Action Progress Report]
- Tell us how you #ActonClimate to ensure the world we leave our kids is safe, healthy, and full of opportunity. [link to Climate Action Progress Report]

Laura Allen

Deputy Press Secretary  
Office of the Administrator  
U.S. Environmental Protection Agency

Email: [Allen.Laura@epa.gov](mailto:Allen.Laura@epa.gov)

Office: 202-564-1175

**Ex. 6 - Personal Privacy**

Please consider the environment before printing this email.

DATE AND TIME	SOCIAL MEDIA POST	LINK (FB/G+)	
6/26/2014 9:30	In the first year under our Clean Power Plan, we'll avoid up to 100,000 asthma attacks and 2,100 heart attacks. #ActOnClimate		TW/IT ER
6/26/2014 9:30	In the first year under our Clean Power Plan, we'll avoid up to 100,000 asthma attacks and 2,100 heart attacks. #ActOnClimate		GOOG LE+
6/26/2014 9:30	In the first year under our Clean Power Plan, we'll avoid up to 100,000 asthma attacks and 2,100 heart attacks. #ActOnClimate		FACB OOK
6/26/2014 10:15	We've taken important steps in the last year to #ActOnClimate including reducing harmful carbon pollution. <a href="http://go.usa.gov/9mcj">http://go.usa.gov/9mcj</a>		TW/IT ER
6/26/2014 10:15	We've taken important steps in the last year to #ActOnClimate including reducing harmful carbon pollution. #ActOnClimate	<a href="http://go.usa.gov/9mcj">http://go.usa.gov/9mcj</a>	GOOG LE+
6/26/2014 10:15	We've taken important steps in the last year to #ActOnClimate including reducing harmful carbon pollution.	<a href="http://go.usa.gov/9mcj">http://go.usa.gov/9mcj</a>	FACB OOK
6/26/2014 12:45	Since the president released his Climate Action Plan last year, we've taken critical steps to #ActOnClimate.		TW/IT ER
6/26/2014 12:45	Since the president released his Climate Action Plan last year, we've taken critical steps to #ActOnClimate.	<a href="http://go.usa.gov/9mcj">http://go.usa.gov/9mcj</a>	GOOG LE+
6/26/2014 12:45	Since the president released his Climate Action Plan last year, we've taken critical steps to #ActOnClimate.	<a href="http://go.usa.gov/9mcj">http://go.usa.gov/9mcj</a>	FACB OOK
6/26/2014 14:00	Check out our blog for more information about Monday's Supreme Court decision.	<a href="http://go.usa.gov/9n8j">http://go.usa.gov/9n8j</a>	GOOG LE+
6/26/2014 14:00	Check out our blog for more information about Monday's Supreme Court decision.	<a href="http://go.usa.gov/9n8j">http://go.usa.gov/9n8j</a>	FACB OOK
6/26/2014 15:00	Our proposed Clean Power Plan will help cut harmful pollution from power plans. #ActOnClimate		TW/IT ER
6/26/2014 15:00	Our proposed Clean Power Plan will help cut harmful pollution from power plans. #ActOnClimate		GOOG LE+
6/26/2014 15:00	Our proposed Clean Power Plan will help cut harmful pollution from power plans. #ActOnClimate		FACB OOK
6/26/2014 17:30	Our Clean Power Plan gets us all the power we need and less of what we don't need: pollution. #ActOnClimate <a href="http://go.usa.gov/9mcj">http://go.usa.gov/9mcj</a>		TW/IT ER
6/26/2014	Our Clean Power Plan gets us all the power we need and less of what we don't need: pollution.	<a href="http://go.usa.gov/9">http://go.usa.gov/9</a>	FACB

4 17:30	#ActOnClimate		mcj	OOK
6/26/201 4 20:00	What is our proposed Clean Power Plan? Watch this white board video to get the facts. <a href="http://youtu.be/AcNTGX_d8mY">http://youtu.be/AcNTGX_d8mY</a> #ActOnClimate			TW/TT ER
6/26/201 4 20:00	What is our proposed Clean Power Plan? Watch this white board video to get the facts. #ActOnClimate	<a href="http://youtu.be/AcNTGX_d8mY">http://youtu.be/AcNTGX_d8mY</a>		GOOG LE+
6/26/201 4 20:00	What is our proposed Clean Power Plan? Watch this white board video to get the facts. #ActOnClimate	<a href="http://youtu.be/AcNTGX_d8mY">http://youtu.be/AcNTGX_d8mY</a>		FACB OOK
6/27/201 4 9:30	Just the facts: Here's the details on our proposed Clean Power Plan. <a href="http://go.usa.gov/8dNd">http://go.usa.gov/8dNd</a> #ActOnClimate			TW/TT ER
6/27/201 4 9:30	Just the facts: Here's the details on our proposed Clean Power Plan. #ActOnClimate	<a href="http://go.usa.gov/8dNd">http://go.usa.gov/8dNd</a>		GOOG LE+
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6/27/201 4 13:00	Learn about our new Clean Power Plan and other ways we protect your health by subscribing to our YouTube channel.			FACB OOK
6/27/201 4 14:00	Our Clean Power Plan reduces pollution from 2020 to 2030 equal to 2 times the pollution from the entire power sector in 2012. #ActOnClimate			TW/TT ER
6/27/201 4 14:00	Our Clean Power Plan reduces pollution between 2020 & 2030 equal to 2 times the pollution from the entire power sector in 2012. #ActOnClimate			GOOG LE+
6/27/201 4 14:00	Our Clean Power Plan reduces pollution between 2020 & 2030 equal to 2 times the pollution from the entire power sector in 2012. #ActOnClimate			FACB OOK
6/27/201 4 20:00	Our climate is changing. Here's 4 reasons our proposed Clean Power Plan will help us #ActOnClimate. <a href="http://go.usa.gov/8dd3">http://go.usa.gov/8dd3</a>			TW/TT ER



**From:** [Allen, Laura](#)  
**To:** [Orquina, Jessica](#); [Younes, Lina](#)  
**Cc:** [Lee, Monica](#)  
**Subject:** Fw: Climate Action Plan Anniversary Amplification  
**Date:** Wednesday, June 25, 2014 1:05:40 PM

---

Not sure we discussed this. Is it possible?

**From:** Lincoln, Larry <Lincoln.Larry@epa.gov>  
**Sent:** Wednesday, June 25, 2014 12:16 PM  
**To:** Allen, Laura  
**Subject:** RE: Climate Action Plan Anniversary Amplification

Laura,

Does HQ plan to provide Spanish language materials as well?

Thanks,

Larry S. Lincoln  
 Director  
 Office of External Affairs  
 U.S. Environmental Protection Agency, Region 4  
 Phone: (404) 562-8304  
 e-mail: [lincoln.larry@epa.gov](mailto:lincoln.larry@epa.gov)  
<http://www.epa.gov/region4/newsevents/index.html>  
 Follow Region 4 on Twitter: [www.twitter.com/EPA\\_Southeast](http://www.twitter.com/EPA_Southeast)  
 and Facebook: [www.facebook.com/eparegion4](http://www.facebook.com/eparegion4)

**From:** Allen, Laura  
**Sent:** Wednesday, June 25, 2014 11:32 AM  
**To:** Blackburn, Elizabeth; Cohen, Nancy; Kandil, Shereen; Hanson, Brooke; Dunton, Cheryl; Pontillo, Gene; Millett, John; Grantham, Nancy; Deegan, Dave; Zimmerman, Emily; Bellow, Bonnie; Mears, Mary; Rodriguez, Elias; Kluesner, Dave; Reyes, Brenda; Romanowski, Larisa; White, Terri-A; Sternberg, David; schaffer, joan; Smith, Bonnie; Seneca, Roy; Heron, Donna; Lincoln, Larry; Harris-Young, Dawn; Marraccini, Davina; Rowan, Anne; Cannon, Phillippa; Cassell, Peter; Singer, Joshua; Arcaute, Francisco; Kelley, Jeff  
**Cc:** Purchia, Liz; Lee, Monica; Hull, George  
**Subject:** RE: Climate Action Plan Anniversary Amplification

All, here is the link to the Climate Action Plan progress report. <http://www.whitehouse.gov/the-press-office/2014/06/25/progress-report-president-obama-s-climate-action-plan>

You can also link to the Administrator's EPA Connect blog or Huffpost blog post in social media:

[http://www.huffingtonpost.com/gina-mccarthy/under-president-obamas-cl\\_b\\_5529238.html](http://www.huffingtonpost.com/gina-mccarthy/under-president-obamas-cl_b_5529238.html)

<http://blog.epa.gov/epaconnect/2014/06/obamas-climate-action-plan-a-year-of-progress-at-epa/>

Thanks.

**From:** Allen, Laura

**Sent:** Tuesday, June 24, 2014 7:23 PM

**To:** Blackburn, Elizabeth; Cohen, Nancy; Kandil, Shereen; Hanson, Brooke; Dunton, Cheryl; Pontillo, Gene; Millett, John; Grantham, Nancy; Deegan, Dave; Zimmerman, Emily; Bellow, Bonnie; Mears, Mary; Rodriguez, Elias; Kluesner, Dave; Reyes, Brenda; Romanowski, Larisa; White, Terri-A; Sternberg, David; schaffer, joan; Smith, Bonnie; Seneca, Roy; Heron, Donna; Lincoln, Larry; Harris-Young, Dawn; Marraccini, Davina; Rowan, Anne; Cannon, Phillippa; Cassell, Peter; Singer, Joshua; Arcaute, Francisco; Kelley, Jeff

**Cc:** Purchia, Liz; Lee, Monica; Hull, George

**Subject:** Climate Action Plan Anniversary Amplification

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- Overview of Administration progress on the Climate Action Plan
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The White House will be releasing a Climate Action Plan Progress report tomorrow, which will list the Administration's achievements. We will send this link first thing tomorrow for use in tweets.

#### **SAMPLE SOCIAL MEDIA POSTS:**

**\*\*Continue using the #ActOnClimate hashtag**

- One year ago today, the President released his Climate Action Plan. Since, we've taken critical steps to #ActOnClimate [link to Climate Action Progress Report]
- Thanks to the Climate Action Plan, more money is being invested in developing clean and renewable energy. #ActOnClimate [link to Climate Action Progress Report]
- As a result of the Climate Action Plan, we've announced the first-ever limits on carbon pollution. #ActOnClimate [link to Clean Power Plan web page]
- Thanks to the Climate Action Plan, America is taking a leading role in addressing climate change on a global scale. #ActOnClimate [link to Climate Action Progress Report]
- By increasing renewable energy investment, the Climate Action Plan is encouraging innovation & economic growth. #ActOnClimate

- Thanks to the Climate Action Plan, our communities will be better prepared for future climate change impacts. #ActOnClimate [link to Climate Action Progress Report]
- Tell us how you #ActonClimate to ensure the world we leave our kids is safe, healthy, and full of opportunity. [link to Climate Action Progress Report]

Laura Allen  
Deputy Press Secretary  
Office of the Administrator  
U.S. Environmental Protection Agency

Email: [Allen.Laura@epa.gov](mailto:Allen.Laura@epa.gov)

Office: 202-564-1175

**Ex. 6 - Personal Privacy**

Please consider the environment before printing this email.

**To:** Blackburn, Elizabeth[Blackburn.Elizabeth@epa.gov]; Cohen, Nancy[Cohen.Nancy@epa.gov]; Kandil, Shereen[Kandil.Shereen@epa.gov]; Hanson, Brooke[Hanson.Brooke@epa.gov]; Dunton, Cheryl[Dunton.Cheryl@epa.gov]; Pontillo, Gene[Pontillo.Gene@epa.gov]; Millett, John[Millett.John@epa.gov]; Grantham, Nancy[Grantham.Nancy@epa.gov]; Deegan, Dave[Deegan.Dave@epa.gov]; Zimmerman, Emily[Zimmerman.Emily@epa.gov]; Bellow, Bonnie[Bellow.Bonnie@epa.gov]; Mears, Mary[Mears.Mary@epa.gov]; Rodriguez, Elias[Rodriguez.Elias@epa.gov]; Kluesner, Dave[kluesner.dave@epa.gov]; Reyes, Brenda[Reyes.Brenda@epa.gov]; Romanowski, Larisa[Romanowski.Larisa@epa.gov]; White, Terri-A[White.Terri-A@epa.gov]; Sternberg, David[Sternberg.David@epa.gov]; schaffer, joan[schaffer.joan@epa.gov]; Smith, Bonnie[smith.bonnie@epa.gov]; Seneca, Roy[Seneca.Roy@epa.gov]; Heron, Donna[Heron.Donna@epa.gov]; Lincoln, Larry[Lincoln.Larry@epa.gov]; Harris-Young, Dawn[Harris-Young.Dawn@epa.gov]; Marraccini, Davina[Marraccini.Davina@epa.gov]; Rowan, Anne[rowan.anne@epa.gov]; Cannon, Phillippa[Cannon.Phillippa@epa.gov]; Cassell, Peter[cassell.peter@epa.gov]; Singer, Joshua[Singer.Joshua@epa.gov]; Arcaute, Francisco[Arcaute.Francisco@epa.gov]; Kelley, Jeff[kelley.jeff@epa.gov]  
**Cc:** Purchia, Liz[Purchia.Liz@epa.gov]; Lee, Monica[Lee.Monica@epa.gov]; Hull, George[Hull.George@epa.gov]  
**From:** Allen, Laura  
**Sent:** Wed 6/25/2014 3:32:22 PM  
**Subject:** RE: Climate Action Plan Anniversary Amplification

All, here is the link to the Climate Action Plan progress report. <http://www.whitehouse.gov/the-press-office/2014/06/25/progress-report-president-obama-s-climate-action-plan>

You can also link to the Administrator's EPA Connect blog or Huffpost blog post in social media:

[http://www.huffingtonpost.com/gina-mccarthy/under-president-obamas-cl\\_b\\_5529238.html](http://www.huffingtonpost.com/gina-mccarthy/under-president-obamas-cl_b_5529238.html)

<http://blog.epa.gov/epaconnect/2014/06/obamas-climate-action-plan-a-year-of-progress-at-epa/>

Thanks.

**From:** Allen, Laura  
**Sent:** Tuesday, June 24, 2014 7:23 PM  
**To:** Blackburn, Elizabeth; Cohen, Nancy; Kandil, Shereen; Hanson, Brooke; Dunton, Cheryl; Pontillo,

Gene; Millett, John; Grantham, Nancy; Deegan, Dave; Zimmerman, Emily; Bellow, Bonnie; Mears, Mary; Rodriguez, Elias; Kluesner, Dave; Reyes, Brenda; Romanowski, Larisa; White, Terri-A; Sternberg, David; schaffer, joan; Smith, Bonnie; Seneca, Roy; Heron, Donna; Lincoln, Larry; Harris-Young, Dawn; Marraccini, Davina; Rowan, Anne; Cannon, Phillippa; Cassell, Peter; Singer, Joshua; Arcaute, Francisco; Kelley, Jeff

**Cc:** Purchia, Liz; Lee, Monica; Hull, George

**Subject:** Climate Action Plan Anniversary Amplification

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#### **SAMPLE SOCIAL MEDIA POSTS:**

**\*\*Continue using the #ActonClimate hashtag**

- One year ago today, the President released his Climate Action Plan. Since, we’ve taken critical steps to #ActOnClimate [link to Climate Action Progress Report]

- Thanks to the Climate Action Plan, more money is being invested in developing clean and renewable energy. #ActOnClimate [link to Climate Action Progress Report]
- As a result of the Climate Action Plan, we've announced the first-ever limits on carbon pollution. #ActOnClimate [link to Clean Power Plan web page]
- Thanks to the Climate Action Plan, America is taking a leading role in addressing climate change on a global scale. #ActOnClimate [link to Climate Action Progress Report]
- By increasing renewable energy investment, the Climate Action Plan is encouraging innovation & economic growth. #ActOnClimate
- Thanks to the Climate Action Plan, our communities will be better prepared for future climate change impacts. #ActOnClimate [link to Climate Action Progress Report]
- Tell us how you #ActonClimate to ensure the world we leave our kids is safe, healthy, and full of opportunity. [link to Climate Action Progress Report]

Laura Allen

Deputy Press Secretary  
Office of the Administrator  
U.S. Environmental Protection Agency

Email: [Allen.Laura@epa.gov](mailto:Allen.Laura@epa.gov)

Office: 202-564-1175

**Ex. 6 - Personal Privacy**

Please consider the environment before printing this email.



**To:** Orquina, Jessica[Orquina.Jessica@epa.gov]  
**From:** Allen, Laura  
**Sent:** Wed 6/25/2014 2:21:07 PM  
**Subject:** RE: FOR REVIEW: CAP Anniversary draft talking points

[http://www.huffingtonpost.com/gina-mccarthy/under-president-obamas-cl\\_b\\_5529238.html](http://www.huffingtonpost.com/gina-mccarthy/under-president-obamas-cl_b_5529238.html)

**From:** Allen, Laura  
**Sent:** Wednesday, June 25, 2014 10:11 AM  
**To:** Orquina, Jessica  
**Cc:** Wade, James; Smith, Roxanne; Lee, Monica; Hart, Daniel; Levy, Jeffrey  
**Subject:** RE: FOR REVIEW: CAP Anniversary draft talking points

Still no word on the progress report link. Let's use the tweets in the same order but don't add a link. We can tweet the prog report when we get it.

The President announced his Climate Action Plan a year ago today. Take a look at the progress we've made to #ActOnClimate

We've taken important steps in the last year to #ActOnClimate including reducing harmful carbon pollution [link to EPA Connect blog]

Since the president released his Climate Action Plan last year, we've taken critical steps to #ActOnClimate. [link to EPA Connect blog]

Our Clean Power Plan gets us all the power we need and less of what we don't need: pollution. #ActOnClimate [link to EPA Connect blog]

Since the President announced the Climate Action Plan, we've taken steps to improve fuel economy of American trucks. #ActOnClimate [link to EPA Connect blog]

The actions we've taken to improve the fuel economy of American trucks will reduce carbon pollution and #ActOnClimate. [link to EPA Connect blog]

We're working to reduce methane emissions from landfills, coal mining, agriculture and oil and



gas systems to #ActOnClimate. [link to EPA Connect blog]

Because of the Climate Action Plan, we will reduce carbon pollution to #ActOnClimate.

Thanks to the Climate Action Plan, we're continuing to #ActOnClimate to protect human health and our environment. [link to EPA Connect blog]

**From:** Orquina, Jessica  
**Sent:** Wednesday, June 25, 2014 9:18 AM  
**To:** Allen, Laura  
**Cc:** Wade, James; Smith, Roxanne; Lee, Monica; Hart, Daniel; Levy, Jeffrey  
**Subject:** Re: FOR REVIEW: CAP Anniversary draft talking points

Thanks Laura!

Let us know when you have link to the progress report and EPA Connect blog for posting.

Jess

Jessica Ann Orquina

Social Media Lead

Office of Web Communications

U.S. Environmental Protection Agency

Email: [orquina.jessica@epa.gov](mailto:orquina.jessica@epa.gov)

Office: 202-564-0446

**Ex. 6 - Personal Privacy**

On Jun 24, 2014, at 7:35 PM, "Allen, Laura" <[Allen.Laura@epa.gov](mailto:Allen.Laura@epa.gov)> wrote:

Some edits below. We will get you a link to the progress report in the am.

Also, we'll send the blog to be posted on EPA connect at 9am.

**From:** Wade, James  
**Sent:** Tuesday, June 24, 2014 10:32 AM  
**To:** Smith, Roxanne; Allen, Laura  
**Cc:** Hart, Daniel; Orquina, Jessica; Levy, Jeffrey  
**Subject:** FOR REVIEW: CAP Anniversary draft talking points

Good morning,

Please review the post below as soon as possible. The action plan is attached also. Thanks

## Ex. 5 - Deliberative

# **Ex. 5 - Deliberative**

---

James J Wade IV

US Environmental Protection Agency

Office of External Affairs and Environmental Education

Web Communication

(202)564-0427

**To:** Purchia, Liz[Purchia.Liz@epa.gov]; Lee, Monica[Lee.Monica@epa.gov]  
**From:** Allen, Laura  
**Sent:** Tue 6/24/2014 11:37:31 PM  
**Subject:** RE: Climate Action Plan Anniversary Amplification

Also, are we using the column as the EPA connect blog? I can ask the web folks to get it up at 9

**From:** Purchia, Liz  
**Sent:** Tuesday, June 24, 2014 7:34 PM  
**To:** Allen, Laura; Lee, Monica  
**Subject:** Re: Climate Action Plan Anniversary Amplification

Thanks for staying late to get this out  
Liz Purchia  
Direct 202-564-6691  
Cell 202-841-2230

---

**From:** Allen, Laura  
**Sent:** Tuesday, June 24, 2014 7:22:57 PM  
**To:** Blackburn, Elizabeth; Cohen, Nancy; Kandil, Shereen; Hanson, Brooke; Dunton, Cheryl; Pontillo, Gene; Millett, John; Grantham, Nancy; Deegan, Dave; Zimmerman, Emily; Bellow, Bonnie; Mears, Mary; Rodriguez, Elias; Kluesner, Dave; Reyes, Brenda; Romanowski, Larisa; White, Terri-A; Sternberg, David; schaffer, joan; Smith, Bonnie; Seneca, Roy; Heron, Donna; Lincoln, Larry; Harris-Young, Dawn; Marraccini, Davina; Rowan, Anne; Cannon, Phillipa; Cassell, Peter; Singer, Joshua; Arcaute, Francisco; Kelley, Jeff  
**Cc:** Purchia, Liz; Lee, Monica; Hull, George  
**Subject:** Climate Action Plan Anniversary Amplification

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- Thanks to the Climate Action Plan, more money is being invested in developing clean and renewable energy. #ActOnClimate [link to Climate Action Progress Report]
- As a result of the Climate Action Plan, we've announced the first-ever limits on carbon pollution. #ActOnClimate [link to Clean Power Plan web page]
- Thanks to the Climate Action Plan, America is taking a leading role in addressing climate change on a global scale. #ActOnClimate [link to Climate Action Progress Report]
- By increasing renewable energy investment, the Climate Action Plan is encouraging innovation & economic growth. #ActOnClimate
- Thanks to the Climate Action Plan, our communities will be better prepared for future climate change impacts. #ActOnClimate [link to Climate Action Progress Report]
- Tell us how you #ActonClimate to ensure the world we leave our kids is safe, healthy, and full of opportunity. [link to Climate Action Progress Report]

Laura Allen

Deputy Press Secretary  
Office of the Administrator  
U.S. Environmental Protection Agency

Email: [Allen.Laura@epa.gov](mailto:Allen.Laura@epa.gov)

Office: 202-564-1175

**Ex. 6 - Personal Privacy**

Please consider the environment before printing this email.

**To:** Blackburn, Elizabeth[Blackburn.Elizabeth@epa.gov]; Cohen, Nancy[Cohen.Nancy@epa.gov]; Kandil, Shereen[Kandil.Shereen@epa.gov]; Hanson, Brooke[Hanson.Brooke@epa.gov]; Dunton, Cheryl[Dunton.Cheryl@epa.gov]; Pontillo, Gene[Pontillo.Gene@epa.gov]; Millett, John[Millett.John@epa.gov]; Grantham, Nancy[Grantham.Nancy@epa.gov]; Deegan, Dave[Deegan.Dave@epa.gov]; Zimmerman, Emily[Zimmerman.Emily@epa.gov]; Bellow, Bonnie[Bellow.Bonnie@epa.gov]; Mears, Mary[Mears.Mary@epa.gov]; Rodriguez, Elias[Rodriguez.Elias@epa.gov]; Kluesner, Dave[kluesner.dave@epa.gov]; Reyes, Brenda[Reyes.Brenda@epa.gov]; Romanowski, Larisa[Romanowski.Larisa@epa.gov]; White, Terri-A[White.Terri-A@epa.gov]; Sternberg, David[Sternberg.David@epa.gov]; schaffer, joan[schaffer.joan@epa.gov]; Smith, Bonnie[smith.bonnie@epa.gov]; Seneca, Roy[Seneca.Roy@epa.gov]; Heron, Donna[Heron.Donna@epa.gov]; Lincoln, Larry[Lincoln.Larry@epa.gov]; Harris-Young, Dawn[Harris-Young.Dawn@epa.gov]; Marraccini, Davina[Marraccini.Davina@epa.gov]; Rowan, Anne[rowan.anne@epa.gov]; Cannon, Phillippa[Cannon.Phillippa@epa.gov]; Cassell, Peter[cassell.peter@epa.gov]; Singer, Joshua[Singer.Joshua@epa.gov]; Arcaute, Francisco[Arcaute.Francisco@epa.gov]; Kelley, Jeff[kelley.jeff@epa.gov]  
**Cc:** Purchia, Liz[Purchia.Liz@epa.gov]; Lee, Monica[Lee.Monica@epa.gov]; Hull, George[Hull.George@epa.gov]  
**From:** Allen, Laura  
**Sent:** Tue 6/24/2014 11:22:57 PM  
**Subject:** Climate Action Plan Anniversary Amplification  
[EPA\\_specificTPs\\_CAP\\_6.24.14.docx](#)  
[Admin\\_progress\\_CAP\\_6.24.14.docx](#)  
[july\\_monthly\\_column\\_\(final\).docx](#)

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- Tell us how you #ActonClimate to ensure the world we leave our kids is safe, healthy, and full of opportunity. [link to Climate Action Progress Report]

Laura Allen

Deputy Press Secretary  
Office of the Administrator  
U.S. Environmental Protection Agency

Email: Allen.Laura@epa.gov



Office: 202-564-1175

**Ex. 6 - Personal Privacy**

Please consider the environment before printing this email.

**To:** Purchia, Liz[Purchia.Liz@epa.gov]; Lee, Monica[Lee.Monica@epa.gov]  
**From:** Allen, Laura  
**Sent:** Tue 6/24/2014 10:37:52 PM  
**Subject:** RE: Climate Action Plan Anniversary Regional Amplification

Yes, sorry. Forgot to make those edits. I added the link to the progress report (although we don't have the actual URL. We will need to get this from the WH in the am and send to the regions.) I also added a tweet to the top mentioning that it is the anniversary.

## Ex. 5 - Deliberative

# Ex. 5 - Deliberative

**From:** Purchia, Liz  
**Sent:** Tuesday, June 24, 2014 6:29 PM  
**To:** Allen, Laura; Lee, Monica  
**Subject:** RE: Climate Action Plan Anniversary Regional Amplification

Ugh I know, I hope he sends soon. I called him.

# Ex. 5 - Deliberative

Liz Purchia

Press Secretary

U.S. Environmental Protection Agency

Direct: 202-564-6691

Cell: 202-841-2230

**From:** Allen, Laura

**Sent:** Tuesday, June 24, 2014 6:23 PM

**To:** Lee, Monica

**Cc:** Purchia, Liz

**Subject:** Climate Action Plan Anniversary Regional Amplification

Here's the draft email. We just need to attached Kevin's column before sending.

**Ex. 5 - Deliberative**

# **Ex. 5 - Deliberative**

Laura Allen

Deputy Press Secretary  
Office of the Administrator

U.S. Environmental Protection Agency

Email: [Allen.Laura@epa.gov](mailto:Allen.Laura@epa.gov)

Office: 202-564-1175

**Ex. 6 - Personal Privacy**

Please consider the environment before printing this email.

**To:** Purchia, Liz[Purchia.Liz@epa.gov]  
**Cc:** Lee, Monica[Lee.Monica@epa.gov]  
**From:** Allen, Laura  
**Sent:** Tue 6/24/2014 7:35:58 PM  
**Subject:** DRAFT email to regions- Climate Action Plan  
july montly column (draft 2).docx

# Ex. 5 - Deliberative

# **Ex. 5 - Deliberative**



# **Ex. 5 - Deliberative**

# **Ex. 5 - Deliberative**

# **Ex. 5 - Deliberative**

# **Ex. 5 - Deliberative**

Laura Allen

Deputy Press Secretary  
Office of the Administrator

U.S. Environmental Protection Agency

Email: Allen.Laura@epa.gov

Office: 202-564-1175

**Ex. 6 - Personal Privacy**

Please consider the environment before printing this email.

**To:** Lee, Monica[Lee.Monica@epa.gov]  
**From:** Allen, Laura  
**Sent:** Tue 6/24/2014 5:55:52 PM  
**Subject:** FW: FOR REVIEW: CAP Anniversary draft talking points  
[EPA CAP Update \(2\).docx](#)  
[CAP Anniversary Social Media - 6-23-14 JAO.DOCX](#)

FYI, here's what they sent. I think it needs some editing.

**From:** Wade, James  
**Sent:** Tuesday, June 24, 2014 10:32 AM  
**To:** Smith, Roxanne; Allen, Laura  
**Cc:** Hart, Daniel; Orquina, Jessica; Levy, Jeffrey  
**Subject:** FOR REVIEW: CAP Anniversary draft talking points

Good morning,

Please review the post below as soon as possible. The action plan is attached also. Thanks

# Ex. 5 - Deliberative

# Ex. 5 - Deliberative

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James J Wade IV

US Environmental Protection Agency

Office of External Affairs and Environmental Education

Web Communication

(202)564-0427

DATE / TIME	SOCIAL MEDIA POST TEXT	LINK	PLATF ORM
6/18/201 4 14:00	Here's the facts on our proposed Clean Power Plan. <a href="http://go.usa.gov/8dNd">#ActOnClimate</a>		TWITT ER
6/18/201 4 14:00	Here's the facts on our proposed Clean Power Plan. <a href="http://go.usa.gov/8dNd">#ActOnClimate</a>	<a href="http://go.usa.gov/8dNd">http://go.usa.gov/8dNd</a>	GOOGL E+
6/18/201 4 14:00	Here's the facts on our proposed Clean Power Plan. <a href="http://go.usa.gov/8dNd">#ActOnClimate</a>	<a href="http://go.usa.gov/8dNd">http://go.usa.gov/8dNd</a>	FACED OOK
6/19/201 4 14:30	Our proposed Clean Power Plan will help cut harmful pollution from power plans. <a href="http://youtu.be/GCSQqzf6TA">#ActOnClimate</a>		TWITT ER
6/19/201 4 14:30	Our proposed Clean Power Plan will help cut harmful pollution from power plans. <a href="http://youtu.be/GCSQqzf6TA">#ActOnClimate</a>	<a href="http://youtu.be/GCSQqzf6TA">http://youtu.be/GCSQqzf6TA</a>	GOOGL E+
6/19/201 4 14:30	Our proposed Clean Power Plan will help cut harmful pollution from power plans. <a href="http://youtu.be/GCSQqzf6TA">#ActOnClimate</a>	<a href="http://youtu.be/GCSQqzf6TA">http://youtu.be/GCSQqzf6TA</a>	FACED OOK
6/19/201 4 18:30	Here's a white board video that explains how our proposed Clean Power Plan will help us <a href="http://youtu.be/ACnTGX_d8mY">#ActOnClimate</a> .	<a href="http://youtu.be/ACnTGX_d8mY">http://youtu.be/ACnTGX_d8mY</a>	TWITT ER
6/19/201 4 18:30	Here's a white board video that explains how our proposed Clean Power Plan will help us <a href="http://youtu.be/ACnTGX_d8mY">#ActOnClimate</a> .	<a href="http://youtu.be/ACnTGX_d8mY">http://youtu.be/ACnTGX_d8mY</a>	GOOGL E+
6/19/201 4 18:30	Here's a white board video that explains how our proposed Clean Power Plan will help us <a href="http://youtu.be/ACnTGX_d8mY">#ActOnClimate</a> .	<a href="http://youtu.be/ACnTGX_d8mY">http://youtu.be/ACnTGX_d8mY</a>	FACED OOK
6/20/201 4 9:00	Want the details on our proposed Clean Power Plan? Here's the facts. <a href="http://go.usa.gov/8dNd">#ActOnClimate</a>		TWITT ER
6/20/201 4 9:00	Want the details on our proposed Clean Power Plan? Here's the facts. <a href="http://go.usa.gov/8dNd">#ActOnClimate</a>	<a href="http://go.usa.gov/8dNd">http://go.usa.gov/8dNd</a>	GOOGL E+
6/20/201 4 9:00	Want the details on our proposed Clean Power Plan? Here's the facts. <a href="http://go.usa.gov/8dNd">#ActOnClimate</a>	<a href="http://go.usa.gov/8dNd">http://go.usa.gov/8dNd</a>	FACED OOK
6/20/201 4 12:30	Under our Clean Power Plan, coal and natural gas will remain an important part of our national energy mix. <a href="http://go.usa.gov/8dNd">#ActOnClimate</a>		TWITT ER
6/20/201 4 12:30	Under our Clean Power Plan, coal and natural gas will remain an important part of our national energy mix. <a href="http://go.usa.gov/8dNd">#ActOnClimate</a>	NO LINK	GOOGL E+
6/20/201 4 12:30	Under our Clean Power Plan, coal and natural gas will remain an important part of our national energy mix. <a href="http://go.usa.gov/8dNd">#ActOnClimate</a>	NO LINK	FACED OOK
6/20/201 4 16:30	Our climate is changing. Here's 4 reasons our proposed Clean Power Plan will help us <a href="http://go.usa.gov/8dNd">#ActOnClimate</a> .		TWITT ER



6/20/2014 16:30	Our climate is changing. Here's 4 reasons our proposed Clean Power Plan will help us #ActOnClimate.	http://go.usa.gov/8d d3	GOOGL E+
6/20/2014 16:30	Our climate is changing. Here's 4 reasons our proposed Clean Power Plan will help us #ActOnClimate.	http://go.usa.gov/8d d3	FACEB OOK

**From:** Allen, Laura  
**To:** Orquina, Jessica  
**Subject:** Re: CPP Posts Scheduled for Today - 6/13/14  
**Date:** Friday, June 13, 2014 9:02:49 AM

Thanks

**From:** Orquina, Jessica  
**Sent:** Friday, June 13, 2014 8:47 AM  
**To:** Allen, Laura  
**Cc:** Smith, Roxanne; Levy, Jeffrey; Hart, Daniel  
**Subject:** CPP Posts Scheduled for Today - 6/13/14

Hi Laura,

Here are the social media posts about the Clean Power Plan that we have scheduled for today.

Jess

DATE & TIME	POST TEXT	LINK (FB & G+)	PLATFORM
6/13/2014 9:00	Our proposed Clean Power Plan: just the facts. <a href="http://go.usa.gov/8dNd">http://go.usa.gov/8dNd</a> #ActOnClimate		TWITTER
6/13/2014 9:00	Our proposed Clean Power Plan: just the facts. <a href="http://go.usa.gov/8dNd">http://go.usa.gov/8dNd</a> #ActOnClimate	<a href="http://go.usa.gov/8dNd">http://go.usa.gov/8dNd</a>	GOOGLE+
6/13/2014 9:00	Our proposed Clean Power Plan: just the facts. <a href="http://go.usa.gov/8dNd">http://go.usa.gov/8dNd</a> #ActOnClimate	<a href="http://go.usa.gov/8dNd">http://go.usa.gov/8dNd</a>	FACEBOOK
6/13/2014 13:30	Because of our Clean Power Plan, we'll see over \$90 billion in climate and health benefits. #ActOnClimate		TWITTER
6/13/2014 13:30	Because of our Clean Power Plan, we'll see over \$90 billion in climate and health benefits. #ActOnClimate	INFO ONLY, NO LINK	GOOGLE+
6/13/2014 13:30	Because of our Clean Power Plan, we'll see over \$90 billion in climate and health benefits. #ActOnClimate	INFO ONLY, NO LINK	FACEBOOK
6/13/2014 19:00	Our climate is changing. Here's 4 reasons our proposed Clean Power Plan will help us #ActOnClimate. <a href="http://go.usa.gov/8dd3">http://go.usa.gov/8dd3</a>		TWITTER
6/13/2014 19:00	Our climate is changing. Here's 4 reasons our proposed Clean Power Plan will help us #ActOnClimate.	<a href="http://go.usa.gov/8dd3">http://go.usa.gov/8dd3</a>	GOOGLE+
6/13/2014 19:00	Our climate is changing. Here's 4 reasons our proposed Clean Power Plan will help us #ActOnClimate.	<a href="http://go.usa.gov/8dd3">http://go.usa.gov/8dd3</a>	FACEBOOK

Jessica Ann Orquina  
 Social Media Lead  
 Office of Web Communications  
 Office of External Affairs and Environmental Education  
 U.S. Environmental Protection Agency  
 Email: [orquina.jessica@epa.gov](mailto:orquina.jessica@epa.gov)  
 Office: 202-554-0446

**Ex. 6 - Personal Privacy !**

EPA: <http://www.epa.gov>  
 Social Media at EPA:  
<http://www.epa.gov/epahome/socialmedia.html>

Please consider the environment before printing this email.

**From:** Allen, Laura  
**To:** Johnson, Alisha  
**Subject:** Fw: CPP Posts Scheduled for Today - 6/13/14  
**Date:** Friday, June 13, 2014 9:02:38 AM  
**Attachments:** CPP Social Media Posts Scheduled - 6-13-14 JAO.docx

Here's the social media for today

**From:** Orquina, Jessica <Orquina.Jessica@epa.gov>  
**Sent:** Friday, June 13, 2014 8:47 AM  
**To:** Allen, Laura  
**Cc:** Smith, Roxanne; Levy, Jeffrey; Hart, Daniel  
**Subject:** CPP Posts Scheduled for Today - 6/13/14

Hi Laura,

Here are the social media posts about the Clean Power Plan that we have scheduled for today.

Jess

DATE & TIME	POST TEXT	LINK (FB & G+)	PLATFORM
6/13/2014 9:00	Our proposed Clean Power Plan: just the facts. <a href="http://go.usa.gov/8dNd">http://go.usa.gov/8dNd</a> #ActOnClimate		TWITTER
6/13/2014 9:00	Our proposed Clean Power Plan: just the facts. <a href="http://go.usa.gov/8dNd">http://go.usa.gov/8dNd</a> #ActOnClimate	<a href="http://go.usa.gov/8dNd">http://go.usa.gov/8dNd</a>	GOOGLE+
6/13/2014 9:00	Our proposed Clean Power Plan: just the facts. <a href="http://go.usa.gov/8dNd">http://go.usa.gov/8dNd</a> #ActOnClimate	<a href="http://go.usa.gov/8dNd">http://go.usa.gov/8dNd</a>	FACEBOOK
6/13/2014 13:30	Because of our Clean Power Plan, we'll see over \$90 billion in climate and health benefits. #ActOnClimate		TWITTER
6/13/2014 13:30	Because of our Clean Power Plan, we'll see over \$90 billion in climate and health benefits. #ActOnClimate	INFO ONLY, NO LINK	GOOGLE+
6/13/2014 13:30	Because of our Clean Power Plan, we'll see over \$90 billion in climate and health benefits. #ActOnClimate	INFO ONLY, NO LINK	FACEBOOK
6/13/2014 19:00	Our climate is changing. Here's 4 reasons our proposed Clean Power Plan will help us #ActOnClimate. <a href="http://go.usa.gov/8dd3">http://go.usa.gov/8dd3</a>		TWITTER
6/13/2014 19:00	Our climate is changing. Here's 4 reasons our proposed Clean Power Plan will help us #ActOnClimate.	<a href="http://go.usa.gov/8dd3">http://go.usa.gov/8dd3</a>	GOOGLE+
6/13/2014 19:00	Our climate is changing. Here's 4 reasons our proposed Clean Power Plan will help us #ActOnClimate.	<a href="http://go.usa.gov/8dd3">http://go.usa.gov/8dd3</a>	FACEBOOK

Jessica Ann Orquina  
Social Media Lead  
Office of Web Communications  
Office of External Affairs and Environmental Education  
U.S. Environmental Protection Agency  
Email: [orquina.jessica@epa.gov](mailto:orquina.jessica@epa.gov)

Office 202-564-0445  
Ex. 6 - Personal Privacy

EPA: <http://www.epa.gov>  
Social Media at EPA:  
<http://www.epa.gov/epahome/socialmedia.html>

Please consider the environment before printing this email.

DATE & TIME	POST TEXT	LINK (FB & G+)	PLATFO RM
6/13/2014 9:00	Our proposed Clean Power Plan: just the facts. <a href="http://go.usa.gov/8dNd">http://go.usa.gov/8dNd</a> #ActOnClimate		TWITTE R
6/13/2014 9:00	Our proposed Clean Power Plan: just the facts. <a href="http://go.usa.gov/8dNd">http://go.usa.gov/8dNd</a> #ActOnClimate	<a href="http://go.usa.gov/8dNd">http://go.usa.gov/8dNd</a>	GOOGL E+
6/13/2014 9:00	Our proposed Clean Power Plan: just the facts. <a href="http://go.usa.gov/8dNd">http://go.usa.gov/8dNd</a> #ActOnClimate	<a href="http://go.usa.gov/8dNd">http://go.usa.gov/8dNd</a>	FACEBO OK
6/13/2014 13:30	Because of our Clean Power Plan, we'll see over \$90 billion in climate and health benefits. #ActOnClimate		TWITTE R
6/13/2014 13:30	Because of our Clean Power Plan, we'll see over \$90 billion in climate and health benefits. #ActOnClimate	INFO ONLY, NO LINK	GOOGL E+
6/13/2014 13:30	Because of our Clean Power Plan, we'll see over \$90 billion in climate and health benefits. #ActOnClimate	INFO ONLY, NO LINK	FACEBO OK
6/13/2014 19:00	Our climate is changing. Here's 4 reasons our proposed Clean Power Plan will help us #ActOnClimate. <a href="http://go.usa.gov/8dd3">http://go.usa.gov/8dd3</a>		TWITTE R
6/13/2014 19:00	Our climate is changing. Here's 4 reasons our proposed Clean Power Plan will help us #ActOnClimate.	<a href="http://go.usa.gov/8dd3">http://go.usa.gov/8dd3</a>	GOOGL E+
6/13/2014 19:00	Our climate is changing. Here's 4 reasons our proposed Clean Power Plan will help us #ActOnClimate.	<a href="http://go.usa.gov/8dd3">http://go.usa.gov/8dd3</a>	FACEBO OK

**To:** Johnson, Alisha[Johnson.Alisha@epa.gov]  
**From:** Allen, Laura  
**Sent:** Thur 6/12/2014 12:49:43 PM  
**Subject:** FW: CPP Posts Scheduled for Today - 6/12/14  
CPP Social Media Posts Scheduled - 6-12-14 JAO.docx

Alisha... CPP social media for today

**From:** Orquina, Jessica  
**Sent:** Thursday, June 12, 2014 8:49 AM  
**To:** Allen, Laura  
**Cc:** Hart, Daniel; Levy, Jeffrey; Smith, Roxanne  
**Subject:** CPP Posts Scheduled for Today - 6/12/14

Hi Laura,

Here are the posts about the Clean Power Plan that we have scheduled for today.

Jess

DATE & TIME	POST TEXT	LINK (FB & G+)	PLATFORM
6/12/2014 9:00	Our Clean Power Plan reduces pollution from 2020 to 2030 equal to 2 times the pollution from the entire power sector in 2012. #ActOnClimate		TWITTER
6/12/2014 9:00	Our Clean Power Plan reduces pollution from 2020 to 2030 equal to 2 times the pollution from the entire power sector in 2012. #ActOnClimate	INFO ONLY, NO LINK	GOOGLE+ PAGE
6/12/2014 9:00	Our Clean Power Plan reduces pollution from 2020 to 2030 equal to 2 times the pollution from the entire power sector in 2012. #ActOnClimate	INFO ONLY, NO LINK	FACEBOOK PAGE
6/12/2014 13:30	Our proposed Clean Power Plan will cut #carbon pollution and help us #ActOnClimate. Here's 4 reasons why. <a href="http://go.usa.gov/8dd3">http://go.usa.gov/8dd3</a>		TWITTER
6/12/2014 13:30	Our proposed Clean Power Plan will cut #carbon pollution and help us #ActOnClimate. Here's 4 reasons why. <a href="http://go.usa.gov/8dd3">http://go.usa.gov/8dd3</a>		GOOGLE+ PAGE

6/12/2014 Our proposed Clean Power Plan will cut #carbon <http://go.usa.gov/8ddF> FACEBOC  
 13:30 pollution and help us #ActOnClimate. Here's 4 reasons PAGE  
 why.  
 6/12/2014 This white board video explains the details of our Clean Power Plan. TWITTER  
 18:00 [http://youtu.be/AcNTGX\\_d8mY](http://youtu.be/AcNTGX_d8mY) #ActOnClimate  
 6/12/2014 This white board video explains the details of our Clean [http://youtu.be/AcNTGX\\_d8mY](http://youtu.be/AcNTGX_d8mY) GOOGLE  
 18:00 Power Plan. #ActOnClimate PAGE  
 6/12/2014 This white board video explains the details of our Clean [http://youtu.be/AcNTGX\\_d8mY](http://youtu.be/AcNTGX_d8mY) FACEBOC  
 18:00 Power Plan. #ActOnClimate PAGE

Jessica Ann Orquina

Social Media Lead  
 Office of Web Communications  
 Office of External Affairs and Environmental Education  
 U.S. Environmental Protection Agency

Email: [orquina.jessica@epa.gov](mailto:orquina.jessica@epa.gov)

Office: 202-564-0446

**Ex. 6 - Personal Privacy**

EPA: <http://www.epa.gov>

Social Media at EPA:

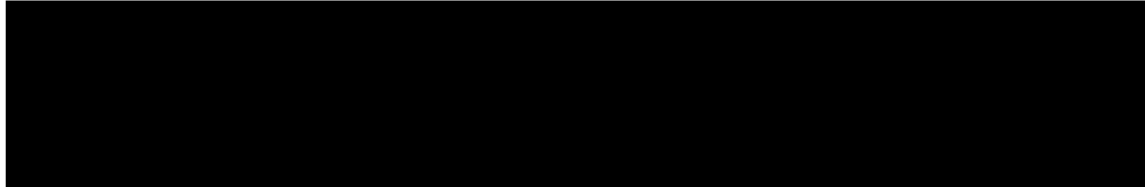
<http://www.epa.gov/epahome/socialmedia.html>

Please consider the environment before printing this email.

DATE & TIME	POST TEXT	LINK (FB & G+)	PLATFORM
6/12/2011 4 9:00	Our Clean Power Plan reduces pollution from 2020 to 2030 equal to 2 times the pollution from the entire power sector in 2012. #ActOnClimate		TWITTER
6/12/2011 4 9:00	Our Clean Power Plan reduces pollution from 2020 to 2030 equal to 2 times the pollution from the entire power sector in 2012. #ActOnClimate		GOOGLE+ PAGE
6/12/2011 4 9:00	Our Clean Power Plan reduces pollution from 2020 to 2030 equal to 2 times the pollution from the entire power sector in 2012. #ActOnClimate		FACEBOOK PAGE
6/12/2011 4 13:30	Our proposed Clean Power Plan will cut #carbon pollution and help us #ActOnClimate. Here's 4 reasons why. <a href="http://go.usa.gov/8dd3">http://go.usa.gov/8dd3</a>		TWITTER
6/12/2011 4 13:30	Our proposed Clean Power Plan will cut #carbon pollution and help us #ActOnClimate. Here's 4 reasons why.	<a href="http://go.usa.gov/8dd3">http://go.usa.gov/8dd3</a>	GOOGLE+ PAGE
6/12/2011 4 13:30	Our proposed Clean Power Plan will cut #carbon pollution and help us #ActOnClimate. Here's 4 reasons why.	<a href="http://go.usa.gov/8dd3">http://go.usa.gov/8dd3</a>	FACEBOOK PAGE
6/12/2011 4 18:00	This white board video explains the details of our Clean Power Plan. <a href="http://youtu.be/AcNTGX_d8mY">http://youtu.be/AcNTGX_d8mY</a> #ActOnClimate		TWITTER
6/12/2011 4 18:00	This white board video explains the details of our Clean Power Plan. #ActOnClimate	<a href="http://youtu.be/AcNTGX_d8mY">http://youtu.be/AcNTGX_d8mY</a>	GOOGLE+ PAGE
6/12/2011 4 18:00	This white board video explains the details of our Clean Power Plan. #ActOnClimate	<a href="http://youtu.be/AcNTGX_d8mY">http://youtu.be/AcNTGX_d8mY</a>	FACEBOOK PAGE

**To:** Johnson, Alisha[Johnson.Alisha@epa.gov]  
**From:** Allen, Laura  
**Sent:** Wed 6/11/2014 12:49:04 PM  
**Subject:** Fw: CPP Social Media Posts Scheduled for Today - 6-11-14  
CPP Social Media Posts Scheduled - 6-11-14 JAO.docx

These ok to post today? I've asked them to send me an overview each morning that we can pass along to the WH



Good Morning Laura,

Attached and below are the social media posts we have scheduled to promote the Clean Power Plan today.

Please let me know if you have any questions.

Thanks! Jess

DATE & TIME	POST TEXT	LINK (FB & G+)	PLATFORM
6/11/2014 10:00	Administrator @GinaEPA talks about how our proposed Clean Power Plan will help us #ActOnClimate. <a href="http://youtu.be/GCSQqzfy6TA">http://youtu.be/GCSQqzfy6TA</a>		TWITTER
6/11/2014 10:00	Administrator @GinaEPA talks about how our proposed Clean Power Plan will help us #ActOnClimate.	<a href="http://youtu.be/GCSQqzfy6TA">http://youtu.be/GCSQqzfy6TA</a>	GO+ PAGE
6/11/2014 10:00	Administrator @GinaEPA talks about how our proposed Clean Power Plan will help us #ActOnClimate.	<a href="http://youtu.be/GCSQqzfy6TA">http://youtu.be/GCSQqzfy6TA</a>	FACEBOOK PAGE



6/11/2014 15:00	Here's a white board video that explains how our proposed Clean Power Plan will help us #ActOnClimate. <a href="http://youtu.be/AcNTGX_d8mY">http://youtu.be/AcNTGX_d8mY</a>	TWITTER
6/11/2014 15:00	Here's a white board video that explains how our proposed Clean Power Plan will help us #ActOnClimate. <a href="http://youtu.be/AcNTGX_d8mY">http://youtu.be/AcNTGX_d8mY</a>	GOOGLE PAGE
6/11/2014 15:00	Here's a white board video that explains how our proposed Clean Power Plan will help us #ActOnClimate. <a href="http://youtu.be/AcNTGX_d8mY">http://youtu.be/AcNTGX_d8mY</a>	FACEBOOK PAGE
6/11/2014 19:30	Want more details on our proposed Clean Power Plan? Read our fact sheets. <a href="http://go.usa.gov/8dNd">http://go.usa.gov/8dNd</a> #ActOnClimate	TWITTER
6/11/2014 19:30	Want more details on our proposed Clean Power Plan? Read our fact sheets. #ActOnClimate <a href="http://go.usa.gov/8dNd">http://go.usa.gov/8dNd</a>	GOOGLE PAGE
6/11/2014 19:30	Want more details on our proposed Clean Power Plan? Read our fact sheets. #ActOnClimate <a href="http://go.usa.gov/8dNd">http://go.usa.gov/8dNd</a>	FACEBOOK PAGE

Jessica Ann Orquina

Social Media Lead  
Office of Web Communications  
Office of External Affairs and Environmental Education  
U.S. Environmental Protection Agency

Email: [orquina.jessica@epa.gov](mailto:orquina.jessica@epa.gov)

Office: 202-564-0446

**Ex. 6 - Personal Privacy**

EPA: <http://www.epa.gov>

Social Media at EPA:

<http://www.epa.gov/epahome/socialmedia.html>

Please consider the environment before printing this email.

DATE & TIME	POST TEXT	LINK (FB & G+)	PLATFOR M
6/11/201 4 10:00	Administrator @GinaEPA talks about how our proposed Clean Power Plan will help us #ActOnClimate. <a href="http://youtu.be/GCSQqzfY6TA">http://youtu.be/GCSQqzfY6TA</a>		TWITTER
6/11/201 4 10:00	Administrator @GinaEPA talks about how our proposed Clean Power Plan will help us #ActOnClimate.	<a href="http://youtu.be/GCSQqzfY6TA">http://youtu.be/GCSQqzfY6TA</a>	GOOGLE+ PAGE
6/11/201 4 10:00	Administrator @GinaEPA talks about how our proposed Clean Power Plan will help us #ActOnClimate.	<a href="http://youtu.be/GCSQqzfY6TA">http://youtu.be/GCSQqzfY6TA</a>	FACEBOO K PAGE
6/11/201 4 15:00	Here's a white board video that explains how our proposed Clean Power Plan will help us #ActOnClimate. <a href="http://youtu.be/AcNTGX_d8mY">http://youtu.be/AcNTGX_d8mY</a>		TWITTER
6/11/201 4 15:00	Here's a white board video that explains how our proposed Clean Power Plan will help us #ActOnClimate.	<a href="http://youtu.be/AcNTGX_d8mY">http://youtu.be/AcNTGX_d8mY</a>	GOOGLE+ PAGE
6/11/201 4 15:00	Here's a white board video that explains how our proposed Clean Power Plan will help us #ActOnClimate.	<a href="http://youtu.be/AcNTGX_d8mY">http://youtu.be/AcNTGX_d8mY</a>	FACEBOO K PAGE
6/11/201 4 19:30	Want more details on our proposed Clean Power Plan? Read our fact sheets. <a href="http://go.usa.gov/8dNd">http://go.usa.gov/8dNd</a> #ActOnClimate		TWITTER
6/11/201 4 19:30	Want more details on our proposed Clean Power Plan? Read our fact sheets. #ActOnClimate	<a href="http://go.usa.gov/8dNd">http://go.usa.gov/8dNd</a>	GOOGLE+ PAGE
6/11/201 4 19:30	Want more details on our proposed Clean Power Plan? Read our fact sheets. #ActOnClimate	<a href="http://go.usa.gov/8dNd">http://go.usa.gov/8dNd</a>	FACEBOO K PAGE

**To:** Levy, Jeffrey[Levy.Jeffrey@epa.gov]; Smith, Roxanne[Smith.Roxanne@epa.gov]  
**Cc:** Dulka, Kelly[Dulka.Kelly@epa.gov]  
**From:** Allen, Laura  
**Sent:** Wed 6/4/2014 3:44:22 PM  
**Subject:** RE: PLEASE REVIEW: Edit to FT re: CPP

gtg

**From:** Levy, Jeffrey  
**Sent:** Wednesday, June 04, 2014 11:36 AM  
**To:** Allen, Laura; Smith, Roxanne  
**Cc:** Dulka, Kelly  
**Subject:** PLEASE REVIEW: Edit to FT re: CPP

# Ex. 5 - Deliberative

---

Jeffrey Levy  
Director of Web Communications  
Office of External Affairs and Environmental Education  
U.S. Environmental Protection Agency  
[levy.jeffrey@epa.gov](mailto:levy.jeffrey@epa.gov)  
[202-564-9727](tel:202-564-9727)

**Ex. 6 - Personal Privacy**

EPA's blog: <http://blog.epa.gov/blog> | Twitter: <http://twitter.com/epa> | Facebook: <http://facebook.com/epa>

**From:** Dulka, Kelly  
**Sent:** Wednesday, June 04, 2014 11:14 AM  
**To:** Hart, Daniel  
**Cc:** Levy, Jeffrey  
**Subject:** Possible edit to post for approval

*Other edits are, of course, welcome.*

Kelly (Chick) Dulka

Office of Web Communications

Office of External Affairs and Environmental Education

Office of the Administrator

(202) 564-0449

[dulka.kelly@epa.gov](mailto:dulka.kelly@epa.gov)

**To:** Grantham, Nancy[Grantham.Nancy@epa.gov]; Deegan, Dave[Deegan.Dave@epa.gov]; Zimmerman, Emily[Zimmerman.Emily@epa.gov]; Bellow, Bonnie[Bellow.Bonnie@epa.gov]; Mears, Mary[Mears.Mary@epa.gov]; Rodriguez, Elias[Rodriguez.Elias@epa.gov]; Kluesner, Dave[kluesner.dave@epa.gov]; Reyes, Brenda[Reyes.Brenda@epa.gov]; Romanowski, Larisa[Romanowski.Larisa@epa.gov]; White, Terri-A[White.Terri-A@epa.gov]; Sternberg, David[Sternberg.David@epa.gov]; schaffer, joan[schaffer.joan@epa.gov]; Smith, Bonnie[smith.bonnie@epa.gov]; Seneca, Roy[Seneca.Roy@epa.gov]; Heron, Donna[Heron.Donna@epa.gov]; Lincoln, Larry[Lincoln.Larry@epa.gov]; Harris-Young, Dawn[Harris-Young.Dawn@epa.gov]; Marraccini, Davina[Marraccini.Davina@epa.gov]; Rowan, Anne[rowan.anne@epa.gov]; Cannon, Phillippa[Cannon.Phillippa@epa.gov]; Cassell, Peter[cassell.peter@epa.gov]; Singer, Joshua[Singer.Joshua@epa.gov]; Arcaute, Francisco[Arcaute.Francisco@epa.gov]; Kelley, Jeff[kelley.jeff@epa.gov]  
**Cc:** Lee, Monica[Lee.Monica@epa.gov]; Purchia, Liz[Purchia.Liz@epa.gov]  
**From:** Allen, Laura  
**Sent:** Tue 6/3/2014 8:18:45 PM  
**Subject:** TONIGHT: Reddit AMA with Administrator Gina McCarthy  
[Hey Reddit.jpg](#)

Hello everyone – tonight at 6PM ET the Administrator will be participating in a Reddit “Ask Me Anything” (AMA) to take questions on the Clean Power Plan. She tweeted a photo of herself holding a Reddit sign letting folks know she’s going to be participating, but we’d love your help amplifying as well. I’ve included below the title and header of the AMA, as well as some sample tweets. I’ve also included the photo the Administrator tweeted out, which you all should use in your tweets if possible. Again, anything you can do to amplify would be much appreciated!

**TITLE:** I am Gina McCarthy, Administrator of the Environmental Protection Agency. AMA.

**HEADING:** Gina McCarthy here. EPA Administrator, mom, wife, Boston area native, Red Sox Fan.

Yesterday the EPA

proposed a commonsense plan to cut carbon pollution from power plants. The science shows that climate change is already

maintain an affordable, reliable energy system, while cutting pollution and protecting our health and environment now and Read More [HERE](#). Ask Me Anything. Proof it’s me: [LINK TO TWEET WITH PHOTO OF HER]

Here are the tweets we’re putting out as well as a couple sample ones for you all to use.

-

**From @GinaEPA**

**2:45:** Hey Everyone, I’ll be taking questions on the Clean Power Plan @Reddit today @6PM ET. Ask Me Anything! #ActOnClimate

**5:50:** Getting ready to answer questions on the President's Climate Action Plan over on @Reddit [LINK TO PHOTO OF HER IN FRONT OF A COMPUTER] #ActOnClimate

Sample tweets:

- Don't miss @GinaEPA on @Reddit at 6PM tonight! She'll answer questions on the Administration's plan to cut carbon pollution. #ActOnClimate
- Have questions on the Clean Power Plan? Ask @GinaEPA tonight at 6PM ET on @Reddit. #ActOnClimate [LINK TO PHOTO]

Thank you!!

Laura Allen

Deputy Press Secretary  
Office of the Administrator  
U.S. Environmental Protection Agency

Email: Allen.Laura@epa.gov

Office: 202-564-1175

**Ex. 6 - Personal Privacy**

Please consider the environment before printing this email.

**To:** Lee, Monica[[Lee.Monica@epa.gov](mailto:Lee.Monica@epa.gov)]  
**From:** Allen, Laura  
**Sent:** Tue 6/3/2014 8:15:50 PM  
**Subject:** RE: TONIGHT: Reddit AMA with Administrator Gina McCarthy

Yikes, sorry. Sending now.

**From:** Lee, Monica  
**Sent:** Tuesday, June 03, 2014 3:26 PM  
**To:** Allen, Laura  
**Subject:** FW: TONIGHT: Reddit AMA with Administrator Gina McCarthy

I can send this to your regions if you're swamped/won't be back at your desk for a while.

**From:** Lee, Monica  
**Sent:** Tuesday, June 03, 2014 3:18 PM  
**To:** David Gray ([gray.david@epa.gov](mailto:gray.david@epa.gov)); Taheri, Diane; McCorkhill, Michael; Durant, Jennah; Assunto, Carmen; Carey, Curtis; Bryan, David; Lancaster, Kris; Whitley, Christopher; Kessler, Martin; Washburn, Ben; Bond, Shannon; Smith, Paula; Faulk, Libby; Mylott, Richard; Allen, Matthew; McClain-Vanderpool, Lisa; Zito, Kelly; Keener, Bill; Mogharabi, Nahal; PerezSullivan, Margot; Higuchi, Dean; Holsman, Marianne; Philip, Jeff; MacIntyre, Mark; Kader, Hanady; Skadowski, Suzanne; 'Schulman, Kori'  
**Cc:** Allen, Laura  
**Subject:** TONIGHT: Reddit AMA with Administrator Gina McCarthy

Hello everyone – tonight at 6PM ET the Administrator will be participating in a Reddit “Ask Me Anything” (AMA) to take questions on the Clean Power Plan. She tweeted a photo of herself holding a Reddit sign letting folks know she's going to be participating, but we'd love your help amplifying as well. I've included below the title and header of the AMA, as well as some sample tweets. I've also included the photo the Administrator tweeted out, which you all should use in your twetes if possible. Again, anything you can do to amplify would be much appreciated!

**TITLE:** I am Gina McCarthy, Administrator of the Environmental Protection Agency. AMA.

**HEADING:** Gina McCarthy here. EPA Administrator, mom, wife, Boston area native, Red Sox Fan. Yesterday the EPA proposed a commonsense plan to cut carbon pollution from power plants. The science shows that climate change is already

maintain an affordable, reliable energy system, while cutting pollution and protecting our health and environment now and Read More [HERE](#). Ask Me Anything. Proof it's me: [LINK TO TWEET WITH PHOTO OF HER]

Here are the tweets we're putting out as well as a couple sample ones for you all to use.

-

From @GinaEPA

**2:45:** Hey Everyone, I'll be taking questions on the Clean Power Plan @Reddit today @6PM ET. Ask Me Anything! #ActOnClimate

**5:50:** Getting ready to answer questions on the President's Climate Action Plan over on @Reddit [LINK TO PHOTO OF HER IN FRONT OF A COMPUTER] #ActOnClimate

Sample tweets:

- Don't miss @GinaEPA on @Reddit at 6PM tonight! She'll answer questions on the Administration's plan to cut carbon pollution. [#ActOnClimate](#)
- Have questions on the Clean Power Plan? Ask @GinaEPA tonight at 6PM ET on @Reddit. [#ActOnClimate](#) [LINK TO PHOTO]

Thank you,

Monica

Monica Lee

Deputy Press Secretary

Office of the Administrator



Environmental Protection Agency

Direct: 202-564-0645

**Ex. 6 - Personal Privacy**

[lee.monica@epa.gov](mailto:lee.monica@epa.gov)

**To:** Levy, Jeffrey[Levy.Jeffrey@epa.gov]  
**From:** Allen, Laura  
**Sent:** Mon 6/2/2014 7:57:47 PM  
**Subject:** RE: Facebook clips 1

This is really helpful. thanks

**From:** Levy, Jeffrey  
**Sent:** Monday, June 02, 2014 3:14 PM  
**To:** Reynolds, Thomas; Johnson, Alisha; Purchia, Liz; Lee, Monica; Samy, Kevin; Allen, Laura; Hunter-Pirtle, Ann; Hull, George; Drinkard, Andrea; Dennis, Allison; Yeung, Wing  
**Cc:** Smith, Roxanne; Hart, Daniel; Orquina, Jessica  
**Subject:** Facebook clips 1

Here are sample comments on our page plus posts from several of stakeholders; more such posts coming in the next reports.

### **EPA Page Comments**

#### **Positive**

Jacob Halladay-Glynn "Thank you for what you're doing, EPA. Don't let any of these deniers get you down or slow your progress."

George Alderson "We've used the same approach in my state and it's working. Let's take it nationwide. Thanks, EPA."

#### **Negative**

Velvet N Bill "Y'all need to be dismantled! You are a piece of crap department that does nothing but pile on burden after burden onto the people of this country!"

ObieOne Frijoles "The war on coal and oil needs to stop!! We need to utilize all forms of energy in this country and stop being so stupid!! ALL THIS IS DOING IS RAISING THE PRICE OF ELECTRICITY AND GAS!!! PLEASE PLEASE LEAVE IT ALONE!!!"

### **Stakeholder Pages**

**American Public Health Association**

“To read APHA's thoughts on today's EPA announcement visit:

<http://www.apha.org/about/news/pressreleases/2014/American+Public+Health+Association+applauds+EPA+action+to+limit+carbon+>

**American Public Power Association**

“EPA’s Clean Power Rule Must Ensure Electricity Remains Affordable and Reliable [#ActOnClimate](#)

<http://www.publicpower.org/Resources/ReleasesDetail.cfm?ItemNumber=41449>”

**AWEA**

“News roundup: EPA announces plan to cut CO2 emissions”

**Business Forward**

“Today, the Obama Administration proposed the first federal regulations to reduce carbon emissions from existing power plants.”

**CERES**

“Major U.S. companies and investors voice their support for new EPA Carbon Emission Rules, saying 'rules are a 'critical step in moving our country toward a clean energy economy.'

**Creation Justice Ministries**

“The United Church of Christ applauds the Obama Administration’s efforts to take real action on climate change. A proposal like the one introduced by the EPA has been a long time coming and is just the first of many steps that need to be taken by the U.S. government and big business to begin to curtail the damage that has already been done to our precious earth.”

**Environment America**

“YOU MAY HAVE NOTICED we changed our profile picture! That's because the [U.S. Environmental Protection Agency](#) proposal to cut carbon pollution from power plants is a BIG DEAL. You can do the same. Feel free to upload the image as your profile picture and put the link to the action supporting the limits [ <http://bit.ly/1rCmJT6> ] in the description. This day couldn't have happened without your support, but it's not over yet. Polluters will be

fighting the EPA every step of the way, so we need to keep it up.”

### **Environmental Defense Fund**

“The Obama administration announced today that for the first time, America’s fossil-fueled power plants will not be allowed to release limitless amounts of carbon pollution.

And so begins a debate about whether unlimited pollution is a good thing.”

### **Georgetown Climate Center**

“In advance of tomorrow’s rollout of carbon pollution limits for power plants by the EPA, the Georgetown Climate Center has launched a dynamic online tool that generates maps and graphics that can help the public better understand how the new carbon pollution standards may affect different states.”

### **Green For All**

“Carbon Safeguards a Win for Communities of Color, Low-income Americans” - GFA’s @nikkicsilvestri on Clean Power Plan, READ our take on this historic plan. <http://bit.ly/1hRfAVm>.”

### **Interfaith Power and Light**

“...We applaud this landmark action that comes at a pivotal time when more people than ever have recognized the threat to their health and safety from unregulated pollution.”

### **League of Conservation Voters**

“Big news this morning! U.S. Environmental Protection Agency Administrator Gina McCarthy is about to announce brand new limits on the carbon pollution that fuels climate change.”

### **Mocha Moms**

“The proposed rule by the U.S. Environmental Protection Agency will set the first-ever national carbon emissions limits for our country’s existing power plants. Here’s how this will make Americans healthier.

Mom’s Clean Air Force

“Huge news and Moms Clean Air Force was there AND Administrator Gina McCarthy MENTIONED US (MOMS) in the most important #climate speech ever given!””

**National Black Farmers Association**

“The NBFA and AAIF call for and support long-term energy reform and climate action in accordance with the Clean Air Act. We advocate for clean energy policies that reduce climate change. The EPA ruling to cut the emission of harmful pollution is a step in the right direction. John W. Boyd, NBFA Founder & President”

**National Environmental Education Fund**

“Today, the U.S. Environmental Protection Agency unveiled its plan to cut carbon pollution from existing power plants.”

---

Jeffrey Levy  
Director of Web Communications  
Office of External Affairs and Environmental Education  
U.S. Environmental Protection Agency  
[levy.jeffrey@epa.gov](mailto:levy.jeffrey@epa.gov)  
202-564-9727

**Ex. 6 - Personal Privacy**

EPA's blog: <http://blog.epa.gov/blog> | Twitter: <http://twitter.com/epa> | Facebook: <http://facebook.com/epa>

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Jeffrey Levy  
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**Ex. 6 - Personal Privacy**

EPA's blog: <http://blog.epa.gov/blog> | Twitter: <http://twitter.com/epa> | Facebook: <http://facebook.com/epa>

**To:** Abrams, Dan[Abrams.Dan@epa.gov]; Grantham, Nancy[Grantham.Nancy@epa.gov]; Orquina, Jessica[Orquina.Jessica@epa.gov]  
**Cc:** Lee, Monica[Lee.Monica@epa.gov]; Purchia, Liz[Purchia.Liz@epa.gov]  
**From:** Allen, Laura  
**Sent:** Mon 6/2/2014 6:37:12 PM  
**Subject:** Social media for regions-- Clean Power Plan

Dan, thanks for getting these to the regions.

I'm also coping Jess Orquina so she can also send to the social media group. Thanks!

#### **ADMINISTRATOR VIDEO, WHITEBOARD, BLOG**

Hear from Admin [@GinaEPA](#) about how Clean Power Plan will cut carbon pollution & keep energy reliable, affordable <http://youtu.be/GCSQqzfy6TA>

*Link goes to Administrator McCarthy's video on EPA YouTube page*

Do you want to learn more about proposed Clean Power Plan? Watch this white board video. [http://youtu.be/AcNTGX\\_d8mY](http://youtu.be/AcNTGX_d8mY) #ActOnClimate

*Link goes to EPA's whiteboard video on YouTube*

#### **Clean Power Plan will spur innovation and strengthen economy. Find out more:**

<http://blog.epa.gov/epaconnect/2014/06/our-clean-power-plan-will-spur-innovation-and-strengthen-the-economy/> #ActonClimate

*Link goes to EPA Connect blog*

#### **CLEAN POWER PLAN**

Today, @EPA is taking a big step to #ActOnClimate with proposed Clean Power Plan <http://www2.epa.gov/carbon-pollution-standards> #ActOnClimate

New Clean Power Plan will cut carbon emission from power sector by about 30% nationwide from 2005 levels. Find out more <http://www2.epa.gov/carbon-pollution-standards> #ActOnClimate

Clean Power Plan reductions equal to canceling out carbon pollution from 2/3 of all cars & trucks in America. <http://www2.epa.gov/carbon-pollution-standards>

Clean Power Plan reductions equal to eliminating annual emissions from powering more than half the homes in America. <http://www2.epa.gov/carbon-pollution-standards>

Clean Power Plan will provide over \$90 billion dollars in climate and health benefits <http://www2.epa.gov/carbon-pollution-standards> #ActOnClimate

In the 1st year, @EPA Clean Power Plan will avoid up to 100,000 asthma attacks & 2,100 heart attacks <http://www2.epa.gov/carbon-pollution-standards> #ActOnClimate

Clean Power Plan makes U.S. power system less polluting & will spur innovation, economic growth. <http://www2.epa.gov/carbon-pollution-standards> #ActOnClimate

Clean Power Plan will give American businesses competitive edge. <http://www2.epa.gov/carbon-pollution-standards> #ActOnClimate

Here's 4 facts you need to know about Clean Power Plan <http://www2.epa.gov/carbon-pollution-standards> #ActOnClimate

.@EPA's flexible, common-sense Clean Power Plan builds on leadership of states  
<http://www2.epa.gov/carbon-pollution-standards> #ActOnClimate

Coal & natural gas would remain the key fuels for electricity under the #Carbon Pollution Guidelines <http://www2.epa.gov/carbon-pollution-standards> #ActOnClimate

For every \$1 we invest in our Clean Power Plan, families will see \$7 in health benefits.  
<http://www2.epa.gov/carbon-pollution-standards> #ActOnClimate

## CLIMATE

Power plants are the largest source of #carbon pollution in the U.S.  
<http://www2.epa.gov/carbon-pollution-standards> #ActOnClimate

There are currently no national limits on #carbon pollution from power plants.  
<http://www2.epa.gov/carbon-pollution-standards> #ActOnClimate

#Climate change is fueled by #carbon pollution from human activities.  
<http://www2.epa.gov/carbon-pollution-standards> #ActOnClimate

(feel free to also utilize sample facetweets from the climate indicators report)

Laura Allen

Deputy Press Secretary  
Office of the Administrator  
U.S. Environmental Protection Agency



Email: [Allen.Laura@epa.gov](mailto:Allen.Laura@epa.gov)

Office: 202-564-1175

**Ex. 6 - Personal Privacy**

Please consider the environment before printing this email.

**To:** Purchia, Liz[Purchia.Liz@epa.gov]  
**From:** Allen, Laura  
**Sent:** Mon 6/2/2014 5:55:56 PM  
**Subject:** Social media for regions-- look ok?

## ADMINISTRATOR VIDEO AND WHITEBOARD

Administrator @GinaEPA talks about how Clean Power Plan will cut carbon pollution & keep energy reliable, affordable <http://youtu.be/GCSQqzfy6TA>

*Link goes to Administrator McCarthy's video on EPA YouTube page*

Do you want to learn more about proposed Clean Power Plan? Watch this white board video. [http://youtu.be/AcNTGX\\_d8mY](http://youtu.be/AcNTGX_d8mY) #ActOnClimate

*Link goes to EPA's whiteboard video on YouTube*

## CLEAN POWER PLAN

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New Clean Power Plan will cut carbon emission from power sector by about 30% nationwide from 2005 levels. Find out more <http://www2.epa.gov/carbon-pollution-standards> #ActOnClimate

Clean Power Plan reductions equal to canceling out carbon pollution from 2/3 of all cars & trucks in America. <http://www2.epa.gov/carbon-pollution-standards>

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than half the homes in America. <http://www2.epa.gov/carbon-pollution-standards>

Clean Power Plan will provide over \$90 billion dollars in climate and health benefits  
<http://www2.epa.gov/carbon-pollution-standards> #ActOnClimate

In the 1st year, @EPA Clean Power Plan will avoid up to 100,000 asthma attacks & 2,100 heart attacks <http://www2.epa.gov/carbon-pollution-standards> #ActOnClimate

Clean Power Plan makes U.S. power system less polluting & will spur innovation, economic growth. <http://www2.epa.gov/carbon-pollution-standards> #ActOnClimate

Clean Power Plan will give American businesses competitive edge.  
<http://www2.epa.gov/carbon-pollution-standards> #ActOnClimate

Here's 4 facts you need to know about Clean Power Plan <http://www2.epa.gov/carbon-pollution-standards> #ActOnClimate

.@EPA's flexible, common-sense Clean Power Plan builds on leadership of states  
<http://www2.epa.gov/carbon-pollution-standards> #ActOnClimate

Coal & natural gas would remain the key fuels for electricity under the #Carbon Pollution Guidelines <http://www2.epa.gov/carbon-pollution-standards> #ActOnClimate

Our Clean Power Plan reduces pollution between 2020 & 2030 equal to 2 times the pollution from the entire power sector in 2012. #ActOnClimate

For every \$1 we invest in our Clean Power Plan, families will see \$7 in health benefits.  
#ActOnClimate

## CLIMATE

Power plants are the largest source of #carbon pollution in the U.S.  
<http://www2.epa.gov/carbon-pollution-standards> #ActOnClimate

There are currently no national limits on #carbon pollution from power plants.  
<http://www2.epa.gov/carbon-pollution-standards> #ActOnClimate

#Climate change is fueled by #carbon pollution from human activities.  
<http://www2.epa.gov/carbon-pollution-standards> #ActOnClimate

(feel free to also utilize sample facetweets from the climate indicators report)

Laura Allen

Deputy Press Secretary  
Office of the Administrator  
U.S. Environmental Protection Agency

Email: [Allen.Laura@epa.gov](mailto:Allen.Laura@epa.gov)

Office: 202-564-1175

**Ex. 6 - Personal Privacy**

Please consider the environment before printing this email.



**To:** Levy, Jeffrey[Levy.Jeffrey@epa.gov]  
**From:** Allen, Laura  
**Sent:** Mon 6/2/2014 3:36:49 PM  
**Subject:** RE: First Twitter clips

Yes, that's great. Go ahead and send to group.

**From:** Levy, Jeffrey  
**Sent:** Monday, June 02, 2014 11:31 AM  
**To:** Allen, Laura  
**Subject:** First Twitter clips

Laura: does the info attached below work for you?

Most reactions, positive and negative, are by individual people.

FYI, we're searching Twitter; searching FB isn't really effective for this kind of thing. If you have a specific set of organizations you'd like us to check, though, we can go to their specific FB pages.

---

Jeffrey Levy  
Director of Web Communications  
Office of External Affairs and Environmental Education  
U.S. Environmental Protection Agency  
[levy.jeffrey@epa.gov](mailto:levy.jeffrey@epa.gov)  
202-564-9727

**Ex. 6 - Personal Privacy**

EPA's blog: <http://blog.epa.gov/blog> | Twitter: <http://twitter.com/epa> | Facebook: <http://facebook.com/epa>

**From:** Maddie Dwyer  
**Sent:** Monday, June 02, 2014 11:10 AM  
**To:** Levy, Jeffrey  
**Subject:** clips

**Ex. 6 - Personal Privacy**

Reactions:

**Sierra Club** [@sierraclub](#) · 7m

"That's what America is made of. We don't settle. We lead. And that's how we'll confront our climate crisis." -[@ginaepa](#) [#ActOnClimate](#)

**APHA** ([@PublicHealth](#))

[6/2/14, 10:59](#)

It's about health! [@EPA](#)  
plan avoids up to 6.6K  
deaths, 150K asthma  
attacks a yr:  
[goo.gl/EAzvFv](#)  
[#ActonClimate](#)  
[pic.twitter.com/fX5EuOb](#)

**Sally Jewell** ([@SecretaryJewell](#))

[6/2/14, 11:02](#)

I applaud [@EPA](#)'s common  
sense, flexible steps to work with  
states to reduce carbon pollution  
& protect public health. SJ  
[#ActOnClimate](#)

**Amer Acad Pediatrics** ([@AmerAcadPeds](#))

[6/2/14, 11:01](#)

New [@EPA](#) carbon standards are a needed  
step to help make our air safer and cleaner  
for children [#CleanAir4Kids](#) [#ActonClimate](#)

**IGSD** [@IGSD\\_DC](#) · 6m

“Given the astronomical cost we pay in climate change, the most costly thing we can do is to do nothing.” @EPA @GinaEPA #CleanPowerPlan

Connie Hedegaard @CHedegaardEU 4m

My statement on today's @EPA Clean Power Plan announcement: <http://bit.ly/1hR26Jg>  
#climate @BarackObama

Fresh Energy @freshenergy 3m

Today, @GinaEPA proposed a **Clean Power Plan** to #ActOnClimate & protect the health of our kids: <http://ow.ly/xwzFE> #MNCleanEnergy

Eric Schneiderman @AGSchneiderman 10m

@EPA proposal would – for 1st time – limit #climatechange pollution from fossil-fueled power plants: <http://nyti.ms/1mJs2cv> via @nytimes



**From:** Allen, Laura  
**To:** Levy, Jeffrey; Ortiz, Julia; Orquina, Jessica  
**Subject:** Re: Social media clips  
**Date:** Monday, June 02, 2014 10:45:54 AM

---

Please send every 20 mins or so for the next 3 hours. We can have others help if needed.  
Thanks

**From:** Levy, Jeffrey  
**Sent:** Monday, June 2, 2014 10:36 AM  
**To:** Allen, Laura; Ortiz, Julia; Orquina, Jessica  
**Subject:** Re: Social media clips

Will do.

---

Jeffrey Levy  
Director of Web Communications  
Office of External Affairs and Environmental Education  
U.S. Environmental Protection Agency  
levy.jeffrey@epa.gov  
202-564-9727

**Ex. 6 - Personal Privacy**

EPA's blog: <http://blog.epa.gov/blog> | Twitter: <http://twitter.com/epa> | Facebook:  
<http://facebook.com/epa>

---

**From:** Allen, Laura  
**Sent:** Monday, June 2, 2014 10:35:49 AM  
**To:** Ortiz, Julia; Orquina, Jessica; Levy, Jeffrey  
**Subject:** Re: Social media clips

Ok, Jeffrey, please send to same recipient list that Julia is sending media clips

**From:** Ortiz, Julia  
**Sent:** Monday, June 2, 2014 10:16 AM  
**To:** Allen, Laura; Orquina, Jessica  
**Subject:** RE: Social media clips

Jeffrey now has the distribution list and the keywords – he will be sending these out, thanks!

**From:** Allen, Laura  
**Sent:** Monday, June 02, 2014 10:01 AM  
**To:** Orquina, Jessica; Ortiz, Julia  
**Subject:** Social media clips

Julia, can you please pull twitter and facebook posts in addition to media clips? Please include them in your media clip emails.

Here are the search terms for twitter/facebook:

We'll want tweets and fb posts from large organizations, associations, state/local government officials. Positive and negative.

Clean Power Plan  
Power Plant rule  
Carbon rule  
Carbon regulations  
111d  
ActonClimate  
EPA rule

Thank you both!

**From:** Allen, Laura  
**To:** Ortiz, Julia; Orquina, Jessica; Levy, Jeffrey  
**Subject:** Re: Social media clips  
**Date:** Monday, June 02, 2014 10:35:50 AM

---

Ok, Jeffrey, please send to same recipient list that Julia is sending media clips

**From:** Ortiz, Julia  
**Sent:** Monday, June 2, 2014 10:16 AM  
**To:** Allen, Laura; Orquina, Jessica  
**Subject:** RE: Social media clips

Jeffrey now has the distribution list and the keywords – he will be sending these out, thanks!

**From:** Allen, Laura  
**Sent:** Monday, June 02, 2014 10:01 AM  
**To:** Orquina, Jessica; Ortiz, Julia  
**Subject:** Social media clips

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Clean Power Plan  
Power Plant rule  
Carbon rule  
Carbon regulations  
111d  
ActonClimate  
EPA rule

Thank you both!

**From:** [Allen, Laura](#)  
**To:** [Ortiz, Julia](#); [Orquina, Jessica](#)  
**Subject:** Re: Social media clips  
**Date:** Monday, June 02, 2014 10:21:27 AM

---

Yes, they are below. Thanks so much

**From:** Ortiz, Julia  
**Sent:** Monday, June 2, 2014 10:07 AM  
**To:** Allen, Laura; Orquina, Jessica  
**Subject:** RE: Social media clips

Workign w/the web team now – did you mean to send a list of search terms?

**From:** Allen, Laura  
**Sent:** Monday, June 02, 2014 10:01 AM  
**To:** Orquina, Jessica; Ortiz, Julia  
**Subject:** Social media clips

Julia, can you please pull twitter and facebook posts in addition to media clips? Please include them in your media clip emails.

Here are the search terms for twitter/facebook:

We'll want tweets and fb posts from large organizations, associations, state/local government officials. Positive and negative.

Clean Power Plan  
Power Plant rule  
Carbon rule  
Carbon regulations  
111d  
ActonClimate  
EPA rule

Thank you both!

**To:** Orquina, Jessica[Orquina.Jessica@epa.gov]; Ortiz, Julia[Ortiz.Julia@epa.gov]  
**From:** Allen, Laura  
**Sent:** Mon 6/2/2014 2:01:00 PM  
**Subject:** Social media clips

Julia, can you please pull twitter and facebook posts in addition to media clips? Please include them in your media clip emails.

Here are the search terms for twitter/facebook:

We'll want tweets and fb posts from large organizations, associations, state/local government officials. Positive and negative.

Clean Power Plan

Power Plant rule

Carbon rule

Carbon regulations

111d

ActonClimate

EPA rule

Thank you both!

**To:** Orquina, Jessica[Orquina.Jessica@epa.gov]  
**From:** Allen, Laura  
**Sent:** Mon 6/2/2014 12:06:41 PM  
**Subject:** search terms to monitor today

Hi Jess, sorry for delay in getting this to you. We'll want tweets and fb posts from large organizations, associations, state/local government officials. Positive and negative. Could you send every hour? Or as close to as possible? I know you all are super busy, so thanks!!

Clean Power Plan

Power Plant rule

Carbon rule

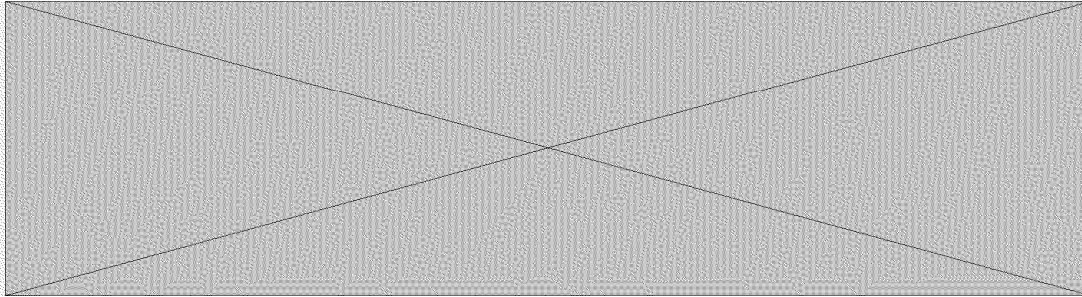
Carbon regulations

111d

ActonClimate

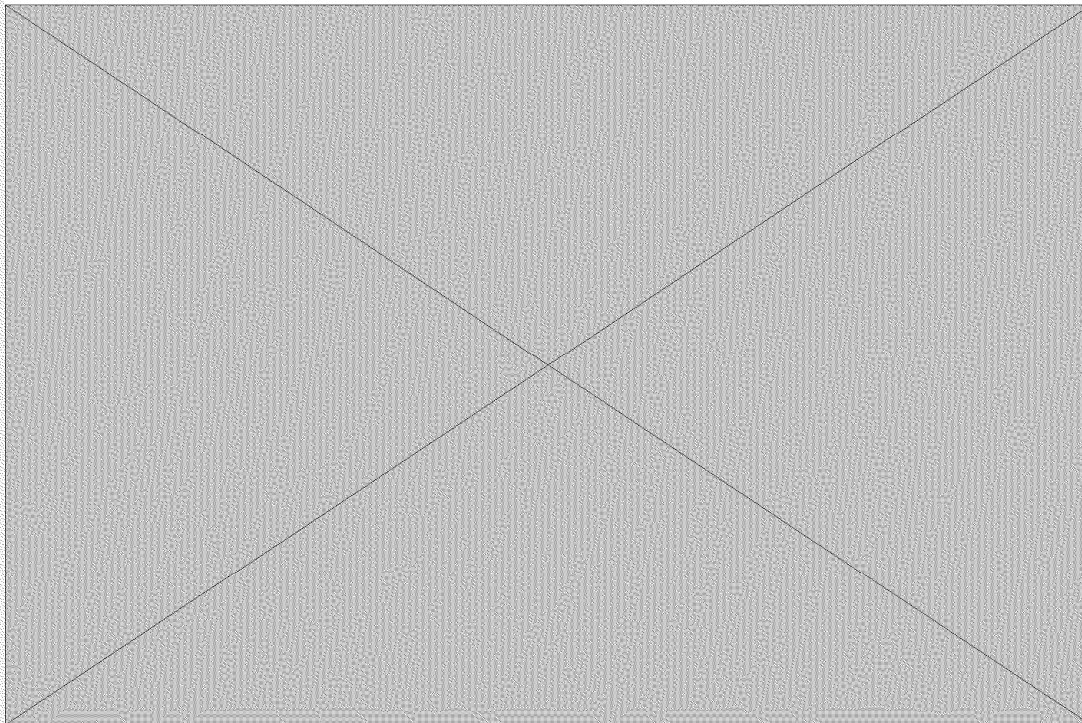
EPA rule

**To:** Allen, Laura[Allen.Laura@epa.gov]  
**From:** U.S. Environmental Protection Agency  
**Sent:** Thur 6/26/2014 4:17:05 PM  
**Subject:** EPA Highlights



- [Under President Obama's Climate Action Plan, a Year of Progress at EPA](#)
- [Join EPA Administrator and Latino Community for Climate Change Discussion TODAY](#)
- [EPA Launches 'Climate Justice in Action' Blog Series](#)
- [EPA and NEEF Offer Outdoor Apps](#)

## **Under President Obama's Climate Action Plan, a Year of Progress at EPA**



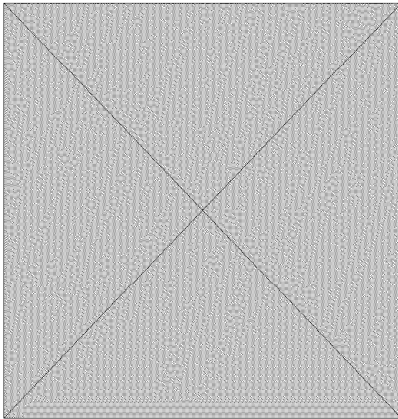
In June 2013, President Obama unveiled the **Climate Action Plan** to cut harmful carbon pollution fueling climate change, build a more resilient nation to face climate impacts today, and lead the world in our global climate fight. As part of that plan, EPA recently

proposed the **Clean Power Plan** that will maintain an affordable, reliable energy system, while cutting pollution and protecting our health and the environment. **Read EPA Administrator Gina McCarthy's blog post on EPA's progress so far here.**  
**<http://go.usa.gov/9pwd>**

Read the blog in Spanish **here**. **<http://go.usa.gov/9pfT>**

Comments on EPA's Clean Power Plan proposed rule must be received by **October, 16, 2014** and EPA will be holding four public hearings on the proposed rule during the week of July 28, 2014 in Atlanta, GA, Denver, CO, Washington, DC, and Pittsburgh, PA. **Learn how to comment on the proposed plan or attend a public hearing here.**  
**<http://go.usa.gov/9mE9>**

## **Join EPA Administrator and Latino Community for Climate Change Discussion TODAY**

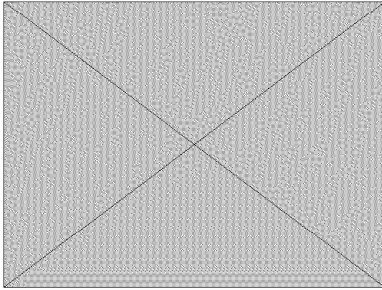


Join EPA Administrator Gina McCarthy and host Voces Verdes **TODAY at 3:30 PM EDT** for a Google+ discussion on the impact of climate change on the Latino community. **RSVP to join the conversation here.** Follow the conversation on Twitter with **@GinaEPA** and **@Voces\_Verdes** using **#ClimateVoces** and **#ActOnClimate**.

## **EPA Launches 'Climate Justice in Action' Blog Series**

## **EPA and NEEF Offer Outdoor Apps**

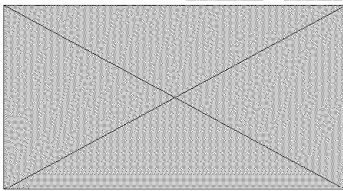




**EPA recently launched a new blog series that will run throughout the summer. Twice a week, posts will feature submissions from leaders and citizens discussing ways that low-income and minority communities are confronting climate change.**

**Read** Senior Advisor to the Administrator for Environmental Justice Mustafa Ali's blog post discussing the importance of climate justice **here**. **<http://go.usa.gov/9mUk>**

EPA will **highlight climate justice success stories** nationwide throughout the campaign. **View** the interactive mapping tool where individuals and organizations will document their successes **here**. **<http://go.usa.gov/9mDW>**



**June is Great Outdoors Month. Protect your health outside with EPA's AirNow Mobile App** to check the air quality in your community. Ground-level ozone and particle pollution in the air can pose a significant threat to your health, especially during the summer months. The app provides real-time air quality information you can use to better plan your day. **Download the app here**. **<http://go.usa.gov/9aXd>**

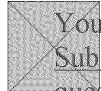
**Find new and exciting outdoor activities** through the National Environmental Educational Foundation's (NEEF) new

tool, Apps for Outdoor Activity. The tool is a list of ten free apps that provide ideas of where to go and what to do outside for children and families. **Download the app [here](#).**  
**[http://www.neefusa.org/health/children\\_nature/resources](http://www.neefusa.org/health/children_nature/resources).**

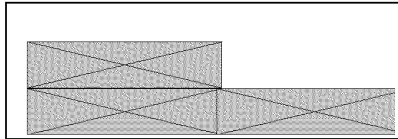
We encourage you to share the EPA Highlights eNewsletter with your colleagues. To subscribe:

[https://public.govdelivery.com/accounts/USAEPA/subscriber/new?topic\\_id=USAEPA\\_439](https://public.govdelivery.com/accounts/USAEPA/subscriber/new?topic_id=USAEPA_439)

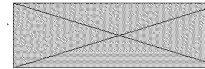
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Office of External Affairs and Environmental Education  
Office of the Administrator / U.S. Environmental Protection Agency  
Tel 202-564-1784 / [PublicEngagement@epa.gov](mailto:PublicEngagement@epa.gov)

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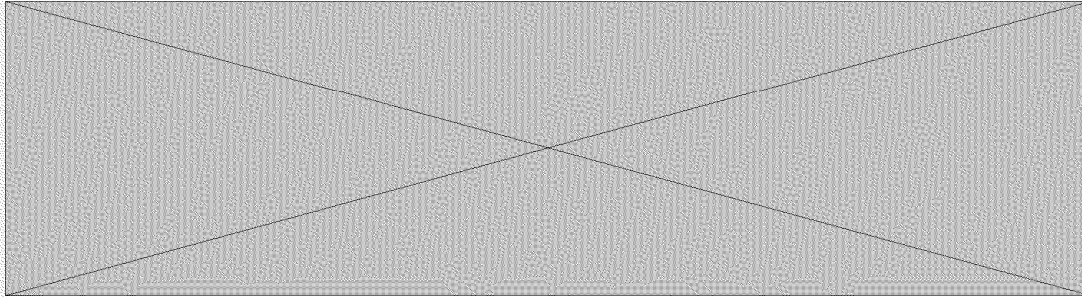
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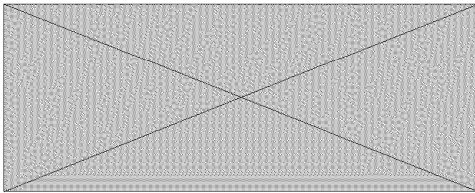


**To:** Allen, Laura[Allen.Laura@epa.gov]  
**From:** U.S. Environmental Protection Agency  
**Sent:** Wed 6/18/2014 10:16:56 PM  
**Subject:** EPA Highlights



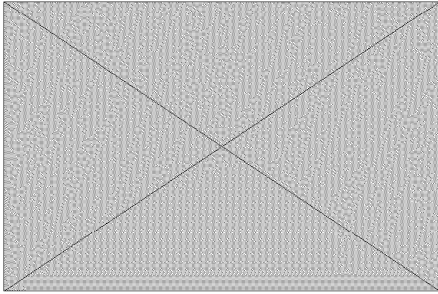
- [EPA Selects Six Universities to Help Find New Uses for Toxics Data](#)
- [EPA Accepting Applications for Clean Air Excellence Awards](#)
- [Join EPA for an ENERGY STAR Twitter Chat on June 19](#)
- [Join EPA Administrator and Latino Community for Climate Change Discussion on June 26](#)

## EPA Selects Six Universities to Help Find New Uses for Toxics Data



EPA selected six academic partners for the 2014 Toxics Release Inventory (TRI) University Challenge, a project designed to find innovative ways to **increase public awareness of industrial releases of toxic chemicals** in communities and around the country. The selected projects for 2014 were proposed by faculty and students from Drew University, Southeastern Louisiana University, the State University of New York at Plattsburgh, Tennessee State University, the University of California Los Angeles, and the University of South Carolina. Through these partnerships, **EPA will work with the universities to develop practical and replicable projects** focused on data visualization and analytics for improving the presentation and understanding of TRI data. **Learn more** about the TRI University Challenge [here](http://go.usa.gov/9rqm). <http://go.usa.gov/9rqm>

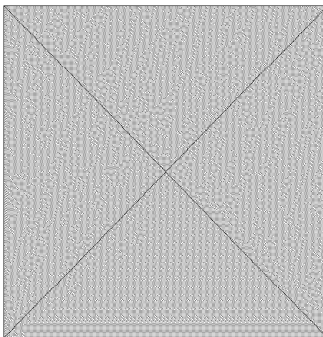
## EPA Accepting Applications for Clean Air Excellence Awards



**EPA is accepting applications for the 2015 Clean Air Excellence Awards Program through September 12, 2014.**

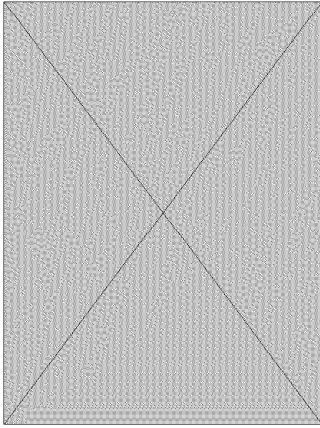
This award recognizes and honors outstanding and innovative efforts to make progress in achieving cleaner air. Award-winning entries must directly or indirectly reduce pollutant emissions, demonstrate innovation, offer sustainable outcomes, and provide a model for others to follow. **Learn how to apply** for the awards program **here**. **<http://go.usa.gov/9cK5>**

**Join EPA for an ENERGY STAR Twitter Chat on June 19**



EPA is hosting a Twitter chat on **Thursday, June 19 from 2:00 – 3:00 PM EDT** with ENERGY STAR cooling experts. Learn more about how to stay cool this summer, while saving energy and helping to protect the environment. **Tweet your questions** to **[@ENERGYSTAR](#)** and **[@ENERGYSTARHomes](#)** and EPA's cooling experts will answer. **Follow the conversation using [#ENERGYSTARChat](#).**

**Join EPA Administrator and Latino Community for Climate Change Discussion on June 26**



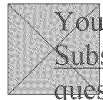
**Join EPA Administrator Gina McCarthy and host Voces Verdes on Thursday, June 26 at 3:30 PM EDT** for a Google+ discussion on the impact of climate change on the Latino community. **RSVP to join the conversation [here](#).** Follow the conversation on Twitter with [@GinaEPA](#) and [@Voces\\_Verdes](#) using [#ClimateVoces](#) and [#ActOnClimate](#).

Learn more about how EPA is addressing climate change. **Read and comment on the Clean Power Plan [here](#).**  
**<http://go.usa.gov/8Aqd>**

We encourage you to share the EPA Highlights eNewsletter with your colleagues. To subscribe:

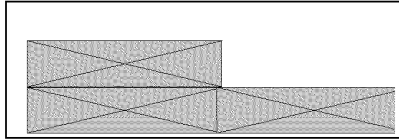
[https://public.govdelivery.com/accounts/USAEPA/subscriber/new?topic\\_id=USAEPA\\_439](https://public.govdelivery.com/accounts/USAEPA/subscriber/new?topic_id=USAEPA_439)

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Office of External Affairs and Environmental Education  
Office of the Administrator / U.S. Environmental Protection Agency  
Tel 202-564-1785 / [PublicEngagement@epa.gov](mailto:PublicEngagement@epa.gov)

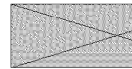


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## U.S. Environmental Protection Agency

Washington, D.C.

September 30, 2014

**TWITTER CHAT – CHILDREN & CLIMATE CHANGE  
HOSTED BY THE AMERICAN ACADEMY OF PEDIATRICS**

DATE: October 1, 2014

LOCATION: N/A

MEETING TIME: 2:00-3:00PM

**YOUR TIME:** 2:00-3:00PMCONTACT: Amanda Aguirre, OPE Ex. 6 - Personal Privacy**I. Purpose**

This briefing is for awareness. **YOU** will not actually participate in the twitter chat. The Office of Public Engagement will work with the Office of Public Affairs to tweet from **YOUR** official twitter account.

The American Academy of Pediatrics (AAP) is hosting a twitter chat discussion in conjunction with EPA to kick off Children's Health Month. This social media event is an opportunity to discuss the public health impacts of climate change, particularly how air pollution impacts children's health. This twitter chat will be co-hosted by members of the public health community, moms groups, Latino groups, and other interested followers. In addition to kicking off Children's Health Month, this chat is a follow up to **YOUR** recent article published in AAP's magazine on August 1, 2014.

**II. Attachments**

- Twitter Questions and Answers
- AAP Article
- Twitter Chat Invitation



## Twitter Questions and Answers

# Non-responsive

6. @GinaEPA How can community members & health care professionals take action to improve air quality?

- This past year brought tons of progress, including our proposed Clean Power Plan #CleanAir4Kids
- We've received more than 750,000 comments from health groups, industry groups, faith groups, parents and more #CleanAir4Kids
- We want every good idea we can get, so we extended the public comment period through December 1st #CleanAir4Kids

# Non-responsive

**Non-responsive**

**Not Responsive**

# Not Responsive

## Twitter Chat Invitation

#CleanAir4Kids: How Air Quality Impacts Child Health

AAP hosts a Twitter chat with EPA Administrator Gina McCarthy on October 1, 2014

Friends-

During Child Health Month, the American Academy of Pediatrics (AAP) on **Wednesday, Oct. 1<sup>st</sup> at 2 pm ET** is hosting a Twitter chat to discuss the importance of clean air and how air pollution impacts child health. AAP will be joined by EPA Administrator Gina McCarthy, who will share how the federal government is addressing air quality and how individuals can take action. We hope you can join us!

To join the conversation, use **#CleanAir4Kids** and follow [@AmerAcadPeds](#) and [@GinaEPA](#).

- **What:** Twitter chat on air quality and children's health
- **Host:** American Academy of Pediatrics ([@AmerAcadPeds](#))
- **When:** Wednesday, Oct. 1<sup>st</sup> from 2 pm – 3 pm ET
- **Where:** Twitter; #CleanAir4Kids

Here are a few example tweets to help get the word out:

# Not Responsive

Please contact AAP Social Media Community Manager Cassandra Blohowiak at [cblohowiak@aap.org](mailto:cblohowiak@aap.org) for more information.

## U.S. Environmental Protection Agency

Washington, D.C.

September 30, 2014

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**II. Attachments**

- Twitter Questions and Answers
- AAP Article
- Twitter Chat Invitation

**Twitter Questions and Answers**

1. **@GinaEPA** what are the sources and types of air pollution?

- Carbon pollution fuels climate change, and power plants are our nation's largest source.  
#CleanAir4Kids

# Non-responsive

6. @GinaEPA How can community members & health care professionals take action to improve air quality?

- This past year brought tons of progress, including our proposed Clean Power Plan #CleanAir4Kids
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**Non-responsive**

**Not Responsive**

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# Non-responsive

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Washington, D.C.

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CONTACT:	Amanda Aguirre: <b>Ex. 6 - Personal Privacy</b>

**I. Purpose**

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This briefing is for awareness. **YOU** will not actually participate in the twitter chat. The Office of Public Engagement will work with the Office of Public Affairs to tweet from **YOUR** official twitter account. Attached are the twitter questions and answers that will be used during tomorrow's chat. This discussion will also be translated simultaneously in Spanish.

**II. Attachments**

- Twitter Questions and Answers
- AAP Article
- Twitter Chat Invitation

~~Twitter Questions and Answers~~

# Non-responsive

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CONTACT:	Amanda Aguirre, OPE - <b>Ex. 6 - Personal Privacy</b> Shakeba Carter-Jenkins, OPE

I. Purpose

**YOU** (@GINAEPA) will participate in a twitter chat discussion hosted by the American Academy of Pediatrics to kick off Children's Health Month. This social media event is an opportunity to discuss the public health impacts of climate change in particular how air pollution impacts child health. Joining in will be members of the public health community, moms groups, Latino groups, and interested followers. In addition to kicking off Children's Health Month this chat is a follow up to your recent article published in AAP magazine on August 1, 2014.

In an effort to keep this group engaged, we are going to proceed with the event and work with the Office of External Affairs to tweet for **YOUR** twitter account. Below are the Twitter Questions and Answers we will use during tomorrow's twitter chat. This discussion will also be translated simultaneously in Spanish.

II. Attachments

- AAP Article
- Twitter Chat Invitation
- Twitter Questions and Answers

**Twitter Questions and Answers**

# Non-responsive



6. @GinaEPA How can community members & health care professionals take action to improve air quality?

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## Twitter Chat Invitation

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AAP hosts a Twitter chat with EPA Administrator Gina McCarthy on October 1, 2014

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**To:** Gray, David[gray.david@epa.gov]; Taheri, Diane[Taheri.Diane@epa.gov]; McCorkhill, Michael[Mccorkhill.Michael@epa.gov]; Durant, Jennah[Durant.Jennah@epa.gov]; Assunto, Carmen[Assunto.Carmen@epa.gov]; Carey, Curtis[Carey.Curtis@epa.gov]; Bryan, David[Bryan.David@epa.gov]; Lancaster, Kris[Lancaster.Kris@epa.gov]; Whitley, Christopher[Whitley.Christopher@epa.gov]; Kessler, Martin[Kessler.Martin@epa.gov]; Washburn, Ben[washburn.ben@epa.gov]; Bond, Shannon[bond.shannon@epa.gov]; Smith, Paula[Smith.Paula@epa.gov]; Faulk, Libby[Faulk.Libby@epa.gov]; Mylott, Richard[Mylott.Richard@epa.gov]; Allen, Matthew[Allen.Matthew@epa.gov]; McClain-Vanderpool, Lisa[Mcclain-Vanderpool.Lisa@epa.gov]; Zito, Kelly[ZITO.KELLY@EPA.GOV]; Keener, Bill[Keener.Bill@epa.gov]; Mogharabi, Nahal[MOGHARABI.NAHAL@EPA.GOV]; PerezSullivan, Margot[PerezSullivan.Margot@epa.gov]; Higuchi, Dean[Higuchi.Dean@epa.gov]; Holsman, Marianne[Holsman.Marianne@epa.gov]; Philip, Jeff[Philip.Jeff@epa.gov]; MacIntyre, Mark[Macintyre.Mark@epa.gov]; Kader, Hanady[Kader.Hanady@epa.gov]; Conger, Nick[Conger.Nick@epa.gov]; Skadowski, Suzanne[Skadowski.Suzanne@epa.gov]; Schuster, Cindy[Schuster.Cindy@epa.gov]; Germann, Sandy[Germann.Sandy@epa.gov]; Conger, Nick[Conger.Nick@epa.gov]; Strauss, Linda[Strauss.Linda@epa.gov]; Loop, Travis[Loop.Travis@epa.gov]; Senn, John[Senn.John@epa.gov]; Aguirre, Amanda[Aguirre.Amanda@epa.gov]; Enobakhare, Rosemary[Enobakhare.Rosemary@epa.gov]; Bond, Brian[Bond.Brian@epa.gov]; Ragland, Micah[Ragland.Micah@epa.gov]  
**From:** Lee, Monica  
**Sent:** Wed 6/25/2014 5:05:44 PM  
**Subject:** RE: Climate Action Plan Anniversary Regional Amplification

All, here is the link to the Climate Action Plan progress report. <http://www.whitehouse.gov/the-press-office/2014/06/25/progress-report-president-obama-s-climate-action-plan>

You can also link to the Administrator's EPA Connect blog or Huffpost blog post in social media:

[http://www.huffingtonpost.com/gina-mccarthy/under-president-obamas-cl\\_b\\_5529238.html](http://www.huffingtonpost.com/gina-mccarthy/under-president-obamas-cl_b_5529238.html)

<http://blog.epa.gov/epaconnect/2014/06/obamas-climate-action-plan-a-year-of-progress-at-epa/>

Thanks.

**From:** Lee, Monica

**Sent:** Tuesday, June 24, 2014 7:12 PM

**To:** David Gray (gray.david@epa.gov); Taheri, Diane; McCorkhill, Michael; Durant, Jennah; Assunto, Carmen; Carey, Curtis; Bryan, David; Lancaster, Kris; Whitley, Christopher; Kessler, Martin; Washburn, Ben; Bond, Shannon; Smith, Paula; Faulk, Libby; Mylott, Richard; Allen, Matthew; McClain-Vanderpool, Lisa; Zito, Kelly; Keener, Bill; Mogharabi, Nahal; PerezSullivan, Margot; Higuchi, Dean; Holsman, Marianne; Philip, Jeff; MacIntyre, Mark; Kader, Hanady; Conger, Nick; Skadowski, Suzanne; Schuster, Cindy; Germann, Sandy; Conger, Nick; Strauss, Linda; Loop, Travis; Senn, John; Aguirre, Amanda; Enobakhare, Rosemary; Bond, Brian; Ragland, Micah

**Cc:** Allen, Laura; Liz Purchia (Purchia.Liz@epa.gov)

**Subject:** Climate Action Plan Anniversary Regional Amplification

Hey everyone – as we mentioned in the PADs call earlier, tomorrow is the anniversary of President Obama’s Climate Action Plan. We will be promoting the anniversary and the agency’s progress via HQ social media accounts and an HQ blog post.

We are asking for your help in amplifying the anniversary regionally through social media, pitching the attached column by the Administrator to your local newspapers, and adding messaging about the agency’s progress to any events or speeches that your RA has planned for tomorrow, and the rest of the week.

Attached are three documents:

- Column by the Administrator for pitching to local papers
- Overview of Administration progress on the Climate Action Plan
- Overview of EPA progress on the Climate Action Plan

The White House will also be releasing a Climate Action Plan Progress report tomorrow, which will list the Administration’s achievements. We will send this link first thing tomorrow for use in tweets.

**SAMPLE SOCIAL MEDIA POSTS:**

**\*\*Continue using the #ActonClimate hashtag**

- One year ago today, the President released his Climate Action Plan. Since, we've taken critical steps to #ActOnClimate [link to Climate Action Progress Report]
- Thanks to the Climate Action Plan, more money is being invested in developing clean and renewable energy. #ActOnClimate [link to Climate Action Progress Report]
- As a result of the Climate Action Plan, we've announced the first-ever limits on carbon pollution. #ActOnClimate [link to Clean Power Plan web page]
- Thanks to the Climate Action Plan, America is taking a leading role in addressing climate change on a global scale. #ActOnClimate [link to Climate Action Progress Report]
- By increasing renewable energy investment, the Climate Action Plan is encouraging innovation & economic growth. #ActOnClimate
- Thanks to the Climate Action Plan, our communities will be better prepared for future climate change impacts. #ActOnClimate [link to Climate Action Progress Report]
- Tell us how you #ActonClimate to ensure the world we leave our kids is safe, healthy, and full of opportunity. [link to Climate Action Progress Report]

Monica Lee

Deputy Press Secretary

Office of the Administrator

Environmental Protection Agency

Direct: 202-564-0645

**Ex. 6 - Personal Privacy**

[lee.monica@epa.gov](mailto:lee.monica@epa.gov)

**To:** Gray, David[gray.david@epa.gov]; Taheri, Diane[Taheri.Diane@epa.gov]; McCorkhill, Michael[Mccorkhill.Michael@epa.gov]; Durant, Jennah[Durant.Jennah@epa.gov]; Assunto, Carmen[Assunto.Carmen@epa.gov]; Carey, Curtis[Carey.Curtis@epa.gov]; Bryan, David[Bryan.David@epa.gov]; Lancaster, Kris[Lancaster.Kris@epa.gov]; Whitley, Christopher[Whitley.Christopher@epa.gov]; Kessler, Martin[Kessler.Martin@epa.gov]; Washburn, Ben[washburn.ben@epa.gov]; Bond, Shannon[bond.shannon@epa.gov]; Smith, Paula[Smith.Paula@epa.gov]; Faulk, Libby[Faulk.Libby@epa.gov]; Mylott, Richard[Mylott.Richard@epa.gov]; Allen, Matthew[Allen.Matthew@epa.gov]; McClain-Vanderpool, Lisa[Mcclain-Vanderpool.Lisa@epa.gov]; Zito, Kelly[ZITO.KELLY@EPA.GOV]; Keener, Bill[Keener.Bill@epa.gov]; Mogharabi, Nahal[MOGHARABI.NAHAL@EPA.GOV]; PerezSullivan, Margot[PerezSullivan.Margot@epa.gov]; Higuchi, Dean[Higuchi.Dean@epa.gov]; Holsman, Marianne[Holsman.Marianne@epa.gov]; Philip, Jeff[Philip.Jeff@epa.gov]; MacIntyre, Mark[Macintyre.Mark@epa.gov]; Kader, Hanady[Kader.Hanady@epa.gov]; Conger, Nick[Conger.Nick@epa.gov]; Skadowski, Suzanne[Skadowski.Suzanne@epa.gov]; Schuster, Cindy[Schuster.Cindy@epa.gov]; Germann, Sandy[Germann.Sandy@epa.gov]; Conger, Nick[Conger.Nick@epa.gov]; Strauss, Linda[Strauss.Linda@epa.gov]; Loop, Travis[Loop.Travis@epa.gov]; Senn, John[Senn.John@epa.gov]; Aguirre, Amanda[Aguirre.Amanda@epa.gov]; Enobakhare, Rosemary[Enobakhare.Rosemary@epa.gov]; Bond, Brian[Bond.Brian@epa.gov]; Ragland, Micah[Ragland.Micah@epa.gov]

**Cc:** Allen, Laura[Allen.Laura@epa.gov]; Purchia, Liz[Purchia.Liz@epa.gov]

**From:** Lee, Monica

**Sent:** Tue 6/24/2014 11:11:37 PM

**Subject:** Climate Action Plan Anniversary Regional Amplification  
[EPA\\_specificTPs\\_CAP\\_6.24.14.docx](#)  
[Admin\\_progress\\_CAP\\_6.24.14.docx](#)  
[july montly column \(final\).docx](#)

Hey everyone – as we mentioned in the PADs call earlier, tomorrow is the anniversary of President Obama’s Climate Action Plan. We will be promoting the anniversary and the agency’s progress via HQ social media accounts and an HQ blog post.

We are asking for your help in amplifying the anniversary regionally through social media, pitching the attached column by the Administrator to your local newspapers, and adding messaging about the agency’s progress to any events or speeches that your RA has planned for tomorrow, and the rest of the week.

Attached are three documents:

- Column by the Administrator for pitching to local papers
- Overview of Administration progress on the Climate Action Plan
- Overview of EPA progress on the Climate Action Plan



The White House will also be releasing a Climate Action Plan Progress report tomorrow, which will list the Administration's achievements. We will send this link first thing tomorrow for use in tweets.

### **SAMPLE SOCIAL MEDIA POSTS:**

**\*\*Continue using the #ActonClimate hashtag**

- [redacted] One year ago today, the President released his Climate Action Plan. Since, we've taken critical steps to #ActOnClimate [link to Climate Action Progress Report]
- [redacted] Thanks to the Climate Action Plan, more money is being invested in developing clean and renewable energy. #ActOnClimate [link to Climate Action Progress Report]
- As a result of the Climate Action Plan, we've announced the first-ever limits on carbon pollution. #ActOnClimate [link to Clean Power Plan web page]
- Thanks to the Climate Action Plan, America is taking a leading role in addressing climate change on a global scale. #ActOnClimate [link to Climate Action Progress Report]
- By increasing renewable energy investment, the Climate Action Plan is encouraging innovation & economic growth. #ActOnClimate
- Thanks to the Climate Action Plan, our communities will be better prepared for future climate change impacts. #ActOnClimate [link to Climate Action Progress Report]
- Tell us how you #ActonClimate to ensure the world we leave our kids is safe, healthy, and full of opportunity. [link to Climate Action Progress Report]

Monica Lee

Deputy Press Secretary

Office of the Administrator

Environmental Protection Agency

Direct: 202-564-0645

**Ex. 6 - Personal Privacy**

[lee.monica@epa.gov](mailto:lee.monica@epa.gov)

**To:** Aguirre, Amanda[Aguirre.Amanda@epa.gov]; Allen, Laura[Allen.Laura@epa.gov]; Enobakhare, Rosemary[Enobakhare.Rosemary@epa.gov]; Hart, Daniel[Hart.Daniel@epa.gov]; Orquina, Jessica[Orquina.Jessica@epa.gov]  
**Cc:** Younes, Lina[Younes.Lina@epa.gov]; Purchia, Liz[Purchia.Liz@epa.gov]; Lee, Monica[Lee.Monica@epa.gov]; Johnson, Alisha[Johnson.Alisha@epa.gov]; Levy, Jeffrey[Levy.Jeffrey@epa.gov]; Bond, Brian[Bond.Brian@epa.gov]  
**From:** Vance, Eric  
**Sent:** Thur 6/5/2014 6:26:09 PM  
**Subject:** RE: Tweet - Today

The full set from Virginia is posted here:

<http://feetwetphotos.smugmug.com/EPA-Events/Virginia/>

### Other Exemption

Eric Vance  
Chief Photographer, USEPA  
Office of the Administrator  
1200 Pennsylvania Ave, NW  
Washington, DC 20640  
WJC-North, Room 6330K

202.564.2655 office

### Ex. 6 - Personal Privacy

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Link to Office of Multimedia photo galleries, accessible from within EPA's network.

<http://intranet.epa.gov/media/>

\*\*\*

**From:** Aguirre, Amanda  
**Sent:** Thursday, June 05, 2014 12:01 PM  
**To:** Allen, Laura; Enobakhare, Rosemary; Hart, Daniel; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Johnson, Alisha; Levy, Jeffrey; Vance, Eric; Bond, Brian  
**Subject:** Re: Tweet - Today

Cool. Will send u them shortly. Thanks!

---

**From:** Allen, Laura  
**Sent:** Thursday, June 5, 2014 11:58:14 AM  
**To:** Enobakhare, Rosemary; Aguirre, Amanda; Hart, Daniel; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Johnson, Alisha; Levy, Jeffrey; Vance, Eric; Bond, Brian  
**Subject:** RE: Tweet - Today

## Ex. 5 - Deliberative

**From:** Enobakhare, Rosemary  
**Sent:** Thursday, June 05, 2014 11:51 AM  
**To:** Aguirre, Amanda; Allen, Laura; Hart, Daniel; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Johnson, Alisha; Levy, Jeffrey; Vance, Eric; Bond, Brian  
**Subject:** Re: Tweet - Today

## Ex. 5 - Deliberative

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**From:** Aguirre, Amanda  
**Sent:** Thursday, June 5, 2014 11:41:18 AM  
**To:** Allen, Laura; Enobakhare, Rosemary; Hart, Daniel; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Johnson, Alisha; Levy, Jeffrey; Vance, Eric  
**Subject:** Re: Tweet - Today

## Ex. 5 - Deliberative

**From:** Allen, Laura  
**Sent:** Thursday, June 5, 2014 11:30:04 AM  
**To:** Enobakhare, Rosemary; Aguirre, Amanda; Hart, Daniel; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Johnson, Alisha; Levy, Jeffrey; Vance, Eric  
**Subject:** RE: Tweet - Today

### Ex. 5 - Deliberative

**From:** Enobakhare, Rosemary  
**Sent:** Thursday, June 05, 2014 11:23 AM  
**To:** Allen, Laura; Aguirre, Amanda; Hart, Daniel; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Johnson, Alisha; Levy, Jeffrey; Vance, Eric  
**Subject:** Re: Tweet - Today

### Ex. 5 - Deliberative

---

**From:** Enobakhare, Rosemary  
**Sent:** Thursday, June 5, 2014 11:05:29 AM  
**To:** Allen, Laura; Aguirre, Amanda; Hart, Daniel; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Johnson, Alisha; Levy, Jeffrey; Vance, Eric  
**Subject:** RE: Tweet - Today

### Ex. 5 - Deliberative

**From:** Allen, Laura  
**Sent:** Thursday, June 05, 2014 10:46 AM  
**To:** Enobakhare, Rosemary; Aguirre, Amanda; Hart, Daniel; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Johnson, Alisha; Levy, Jeffrey; Vance, Eric  
**Subject:** RE: Tweet - Today

### Ex. 5 - Deliberative

Or I can just tweet without a photo.

**From:** Enobakhare, Rosemary  
**Sent:** Thursday, June 05, 2014 10:01 AM  
**To:** Aguirre, Amanda; Hart, Daniel; Allen, Laura; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Johnson, Alisha; Levy, Jeffrey; Vance, Eric  
**Subject:** Re: Tweet - Today

I've attached a photo that you all can use.

---

**From:** Aguirre, Amanda  
**Sent:** Thursday, June 5, 2014 9:45:21 AM  
**To:** Hart, Daniel; Allen, Laura; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey; Vance, Eric  
**Subject:** RE: Tweet - Today

+ Eric. Can you shoot around the photos from yesterday when they are ready so we can get a tweet out. Thanks!

Amanda

**From:** Aguirre, Amanda  
**Sent:** Wednesday, June 04, 2014 5:34 PM  
**To:** Hart, Daniel; Allen, Laura; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey  
**Subject:** RE: Tweet - Today

Hello again- In addition to the tweet for the HR Chamber event, she is speaking at the 100<sup>th</sup> Anniversary of the Hampton Ministers Conference from 6:50-7:10 roughly. Not sure if it is best to do this tonight or tomorrow. We are going to try send some photos as soon as we can, but if we could stay flexible that would be great. Some rough drafts below. Thanks!

Waiting to go on stage for 100<sup>th</sup> Anniversary Hampton Minister Conference. Can't wait to talk about we can #ActOnClimate

It was privilege to be at the 100<sup>th</sup> Anniversary of the Hampton Ministers Conference, looking forward to working with these faith leaders to #ActOnClimate

At the 100<sup>th</sup> Anniversary on the Hampton Minister Conference. Talking with Faith Leaders on how they #ActOnClimate

**From:** Aguirre, Amanda  
**Sent:** Wednesday, June 04, 2014 5:28 PM  
**To:** Hart, Daniel; Allen, Laura; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey  
**Subject:** RE: Tweet - Today

**Ex. 5 - Deliberative**

**From:** Hart, Daniel  
**Sent:** Wednesday, June 04, 2014 5:08 PM  
**To:** Aguirre, Amanda; Allen, Laura; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey  
**Subject:** RE: Tweet - Today

**Ex. 5 - Deliberative**

**From:** Hart, Daniel

**Sent:** Wednesday, June 04, 2014 5:07 PM

**To:** Aguirre, Amanda; Allen, Laura; Orquina, Jessica

**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey

**Subject:** RE: Tweet - Today

**Ex. 5 - Deliberative**



# **Ex. 5 - Deliberative**

-----Original Message-----

From: Hart, Daniel

Sent: Wednesday, June 04, 2014 5:05 PM

To: Aguirre, Amanda; Allen, Laura; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey

Subject: RE: Tweet - Today

This would fit with an image:

**Ex. 5 - Deliberative**

-----Original Message-----

From: Hart, Daniel

Sent: Wednesday, June 04, 2014 5:01 PM

To: Aguirre, Amanda; Allen, Laura; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey

Subject: RE: Tweet - Today

Laura,

**Ex. 5 - Deliberative**

## Ex. 5 - Deliberative

-----Original Message-----

From: Vance, Eric

Sent: Wednesday, June 04, 2014 4:44 PM

To: Aguirre, Amanda; Allen, Laura; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel; Levy, Jeffrey

Subject: Re: Tweet - Today

Here's the link...

[Http://feetwetphotos.smugmug.com/EPA-Events/Virginia](http://feetwetphotos.smugmug.com/EPA-Events/Virginia)

### Other Exemption

To download, rest cursor on large preview image. A box slides in. Click bottom icon "Save Photo".

Downloads are free and images are public domain.

They are going up now.

Eric Vance

Chief Photographer, USEPA

Office of the Administrator

1200 Pennsylvania Ave, NW

Washington, DC 20640

WJCN, 6330K

202.564.2655 office

**Ex. 6 - Personal Privacy**

\*\*\*

Link to Office of Multimedia photo galleries, accessible from within EPA's network.

<http://intranet.epa.gov/media/>

\*\*\*

---

From: Aguirre, Amanda

Sent: Wednesday, June 4, 2014 3:14:38 PM

To: Allen, Laura; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

Subject: Re: Tweet - Today

Okay. Thanks!

---

From: Allen, Laura

Sent: Wednesday, June 4, 2014 3:03:53 PM

To: Aguirre, Amanda; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

Subject: RE: Tweet - Today

## **Ex. 5 - Deliberative**

-----Original Message-----

From: Aguirre, Amanda

Sent: Wednesday, June 04, 2014 3:03 PM

To: Allen, Laura; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

Subject: Re: Tweet - Today

## **Ex. 5 - Deliberative**

---

From: Allen, Laura

Sent: Wednesday, June 4, 2014 3:02:05 PM

To: Aguirre, Amanda; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

Subject: RE: Tweet - Today

**Ex. 5 - Deliberative**

-----Original Message-----

From: Aguirre, Amanda

Sent: Wednesday, June 04, 2014 2:50 PM

To: Orquina, Jessica; Allen, Laura

Cc: Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

Subject: Re: Tweet - Today

**Ex. 5 - Deliberative**

Rosemary will follow up with the photos.

---

From: Orquina, Jessica

Sent: Wednesday, June 4, 2014 1:49:41 PM

To: Allen, Laura

Cc: Aguirre, Amanda; Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

Subject: Re: Tweet - Today

+ Danny, if needed. I'm out today.

Jess

Jessica Ann Orquina

Social Media Lead

Office of Web Communications

U.S. Environmental Protection Agency

Email: [orquina.jessica@epa.gov](mailto:orquina.jessica@epa.gov)

Office: 202-564-0446

**Ex. 6 - Personal Privacy**

> On Jun 4, 2014, at 1:46 PM, "Allen, Laura" <[Allen.Laura@epa.gov](mailto:Allen.Laura@epa.gov)> wrote:

>

> Yes, please send me draft tweets and photos

>

> -----Original Message-----

> From: Aguirre, Amanda

> Sent: Wednesday, June 04, 2014 1:45 PM

> To: Orquina, Jessica; Younes, Lina; Allen, Laura; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha

> Subject: Tweet - Today

>

> Laura and Jessica- The Administrator is participating in roundtable right now from 1:30-2:30 at the Hampton Roads chamber of commerce in conjunction with the The White House Business Council and Business Forward. Can the administrator tweet about it this afternoon? Eric is also here grabbing some photos. Thanks!

>

> Amanda



**To:** Martynowski, Sarah[Martynowski.Sarah@epa.gov]; Social Media CoP[socmed@epa.gov]  
**From:** Hart, Daniel  
**Sent:** Thur 6/5/2014 4:57:15 PM  
**Subject:** Social Media Community of Practice call today

## Not Responsive

We do want to encourage you to continue amplifying the Clean Power Plan over the next few weeks.

For today, there's a really great blog that Janet McCabe wrote. We've got some facetweets we'd encourage you to use:

1. **On our blog:** Air Chief Janet McCabe answers five top questions about the #CleanPowerPlan. #ActOnClimate <http://go.usa.gov/8AM3>
2. Still have questions about EPA's Clean Power Plan? Check our blog for answers: <http://go.usa.gov/8AM3> #ActOnClimate
3. Want to know more about how states will take the lead under the Clean Power Plan? Our blog post is here to help <http://go.usa.gov/8AM3>

Also, here are some additional links that you can promote on your social media sites:

- The YouTube video of the Administrator's announcement of the Clean Power Plan (from Monday): <https://www.youtube.com/watch?v=GCSQqzfy6TA>
- Her remarks: <http://yosemite.epa.gov/opa/admpress.nsf/bd4379a92ceceecac8525735900400c27/0a8e7164bb15185985257ceb0>
- Statements from various stakeholders:  
<http://yosemite.epa.gov/opa/admpress.nsf/bd4379a92ceceecac8525735900400c27/9de2dcc1a333543985257cec0f>  
<http://yosemite.epa.gov/opa/admpress.nsf/bd4379a92ceceecac8525735900400c27/2105cc45da3e834085257cec0f>

Daniel (Danny) Hart | Associate Director of Web Communications | Office of External Affairs and  
Environmental Education | U.S. EPA | [Tel:202.564.7577](tel:202.564.7577) |

**Ex. 6 - Personal Privacy**

**To:** Bond, Brian[Bond.Brian@epa.gov]; Enobakhare, Rosemary[Enobakhare.Rosemary@epa.gov]; Aguirre, Amanda[Aguirre.Amanda@epa.gov]; Ragland, Micah[Ragland.Micah@epa.gov]  
**From:** Lee, Monica  
**Sent:** Tue 6/3/2014 7:28:32 PM  
**Subject:** FW: TONIGHT: Reddit AMA with Administrator Gina McCarthy  
[Hey Reddit.jpg](#)

Hey guys – below is the guidance I gave the regions for amplifying the Administrator's Reddit AMA tonight. If we can push this out to our groups, that would be very helpful. Any tweets or participation in the actual event is great.

Thank you!

**From:** Lee, Monica  
**Sent:** Tuesday, June 03, 2014 3:18 PM  
**To:** David Gray (gray.david@epa.gov); Taheri, Diane; McCorkhill, Michael; Durant, Jennah; Assunto, Carmen; Carey, Curtis; Bryan, David; Lancaster, Kris; Whitley, Christopher; Kessler, Martin; Washburn, Ben; Bond, Shannon; Smith, Paula; Faulk, Libby; Mylott, Richard; Allen, Matthew; McClain-Vanderpool, Lisa; Zito, Kelly; Keener, Bill; Mogharabi, Nahal; PerezSullivan, Margot; Higuchi, Dean; Holsman, Marianne; Philip, Jeff; MacIntyre, Mark; Kader, Hanady; Skadowski, Suzanne; 'Schulman, Kori'  
**Cc:** Allen, Laura  
**Subject:** TONIGHT: Reddit AMA with Administrator Gina McCarthy

Hello everyone – tonight at 6PM ET the Administrator will be participating in a Reddit “Ask Me Anything” (AMA) to take questions on the Clean Power Plan. She tweeted a photo of herself holding a Reddit sign letting folks know she’s going to be participating, and we’d love your help amplifying as well. I’ve included below the title and header of the AMA, as well as some sample tweets. I’ve also included the photo the Administrator tweeted out, which you all should use in your tweets if possible. Again, anything you can do to amplify would be much appreciated!

**TITLE:** I am Gina McCarthy, Administrator of the Environmental Protection Agency. AMA.

**HEADING:** Gina McCarthy here. EPA Administrator, mom, wife, Boston area native, Red Sox Fan.  
Yesterday the EPA

proposed a commonsense plan to cut carbon pollution from power plants. The science shows that climate change is already maintain an affordable, reliable energy system, while cutting pollution and protecting our health and environment now and Read More [HERE](#). Ask Me Anything. Proof it’s me: [LINK TO TWEET WITH PHOTO OF HER]

Here are the tweets we're putting out as well as a couple sample ones for you all to use.

-

From @GinaEPA

**2:45:** Hey Everyone, I'll be taking questions on the Clean Power Plan @Reddit today @6PM ET. Ask Me Anything! #ActOnClimate

**5:50:** Getting ready to answer questions on the President's Climate Action Plan over on @Reddit [LINK TO PHOTO OF HER IN FRONT OF A COMPUTER] #ActOnClimate

Sample tweets:

•■■■■■■■■ Don't miss @GinaEPA on @Reddit at 6PM tonight! She'll answer questions on the Administration's plan to cut carbon pollution. #ActOnClimate

•■■■■■■■■ Have questions on the Clean Power Plan? Ask @GinaEPA tonight at 6PM ET on @Reddit. #ActOnClimate [LINK TO PHOTO]

Thank you,

Monica

Monica Lee

Deputy Press Secretary

Office of the Administrator

Environmental Protection Agency

Direct: 202-564-0645

**Ex. 6 - Personal Privacy**

lee.monica@epa.gov

**To:** Aguirre, Amanda[Aguirre.Amanda@epa.gov]; Allen, Laura[Allen.Laura@epa.gov]; Hart, Daniel[Hart.Daniel@epa.gov]; Orquina, Jessica[Orquina.Jessica@epa.gov]  
**Cc:** Younes, Lina[Younes.Lina@epa.gov]; Purchia, Liz[Purchia.Liz@epa.gov]; Lee, Monica[Lee.Monica@epa.gov]; Johnson, Alisha[Johnson.Alisha@epa.gov]; Levy, Jeffrey[Levy.Jeffrey@epa.gov]; Vance, Eric[Vance.Eric@epa.gov]; Bond, Brian[Bond.Brian@epa.gov]  
**From:** Enobakhare, Rosemary  
**Sent:** Thur 6/5/2014 3:51:15 PM  
**Subject:** Re: Tweet - Today

## Ex. 5 - Deliberative

**From:** Aguirre, Amanda  
**Sent:** Thursday, June 5, 2014 11:41:18 AM  
**To:** Allen, Laura; Enobakhare, Rosemary; Hart, Daniel; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Johnson, Alisha; Levy, Jeffrey; Vance, Eric  
**Subject:** Re: Tweet - Today  
Sure. I will re forward the photo below. I want to flag that the leaders in these photos are a big deal. TD Jakes, gentlemen in the top right photo, his book is currently number 1 on the NY times best seller list and is a spiritual advisor to the president has a lot of followers if we want to tag him the other is president of hampton university. So I would. encourage us to use them if we can. Thanks!

**From:** Allen, Laura  
**Sent:** Thursday, June 5, 2014 11:30:04 AM  
**To:** Enobakhare, Rosemary; Aguirre, Amanda; Hart, Daniel; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Johnson, Alisha; Levy, Jeffrey; Vance, Eric  
**Subject:** RE: Tweet - Today

### Ex. 5 - Deliberative

**From:** Enobakhare, Rosemary  
**Sent:** Thursday, June 05, 2014 11:23 AM  
**To:** Allen, Laura; Aguirre, Amanda; Hart, Daniel; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Johnson, Alisha; Levy, Jeffrey; Vance, Eric  
**Subject:** Re: Tweet - Today

### Ex. 5 - Deliberative

**From:** Enobakhare, Rosemary  
**Sent:** Thursday, June 5, 2014 11:05:29 AM  
**To:** Allen, Laura; Aguirre, Amanda; Hart, Daniel; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Johnson, Alisha; Levy, Jeffrey; Vance, Eric  
**Subject:** RE: Tweet - Today

### Ex. 5 - Deliberative

**From:** Allen, Laura  
**Sent:** Thursday, June 05, 2014 10:46 AM

**To:** Enobakhare, Rosemary; Aguirre, Amanda; Hart, Daniel; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Johnson, Alisha; Levy, Jeffrey; Vance, Eric  
**Subject:** RE: Tweet - Today

## Ex. 5 - Deliberative

**From:** Enobakhare, Rosemary  
**Sent:** Thursday, June 05, 2014 10:01 AM  
**To:** Aguirre, Amanda; Hart, Daniel; Allen, Laura; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Johnson, Alisha; Levy, Jeffrey; Vance, Eric  
**Subject:** Re: Tweet - Today

### Ex. 5 - Deliberative

---

**From:** Aguirre, Amanda  
**Sent:** Thursday, June 5, 2014 9:45:21 AM  
**To:** Hart, Daniel; Allen, Laura; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey; Vance, Eric  
**Subject:** RE: Tweet - Today

+ Eric. Can you shoot around the photos from yesterday when they are ready so we can get a tweet out. Thanks!

Amanda

**From:** Aguirre, Amanda  
**Sent:** Wednesday, June 04, 2014 5:34 PM  
**To:** Hart, Daniel; Allen, Laura; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey  
**Subject:** RE: Tweet - Today

Hello again- In addition to the tweet for the HR Chamber event, she is speaking at the 100<sup>th</sup> Anniversary of the Hampton Ministers Conference from 6:50-7:10 roughly. Not sure if it is best to do this tonight or tomorrow. We are going to try send some photos as soon as we can, but if we could stay flexible that would be great. Some rough drafts below. Thanks!

## Ex. 5 - Deliberative

## Ex. 5 - Deliberative

**From:** Aguirre, Amanda

**Sent:** Wednesday, June 04, 2014 5:28 PM

**To:** Hart, Daniel; Allen, Laura; Orquina, Jessica

**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey

**Subject:** RE: Tweet - Today

### Ex. 5 - Deliberative

**From:** Hart, Daniel

**Sent:** Wednesday, June 04, 2014 5:08 PM

**To:** Aguirre, Amanda; Allen, Laura; Orquina, Jessica

**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey

**Subject:** RE: Tweet - Today

### Ex. 5 - Deliberative

**From:** Hart, Daniel

**Sent:** Wednesday, June 04, 2014 5:07 PM

**To:** Aguirre, Amanda; Allen, Laura; Orquina, Jessica

**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey

**Subject:** RE: Tweet - Today

### Ex. 5 - Deliberative



# **Ex. 5 - Deliberative**

-----Original Message-----

From: Hart, Daniel

Sent: Wednesday, June 04, 2014 5:05 PM

To: Aguirre, Amanda; Allen, Laura; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey

Subject: RE: Tweet - Today

## Ex. 5 - Deliberative

-----Original Message-----

From: Hart, Daniel

Sent: Wednesday, June 04, 2014 5:01 PM

To: Aguirre, Amanda; Allen, Laura; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey

Subject: RE: Tweet - Today

Laura,

## Ex. 5 - Deliberative

-----Original Message-----

From: Vance, Eric

Sent: Wednesday, June 04, 2014 4:44 PM

To: Aguirre, Amanda; Allen, Laura; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel; Levy, Jeffrey

Subject: Re: Tweet - Today

Here's the link...

[Http://feetwetphotos.smugmug.com/EPA-Events/Virginia](http://feetwetphotos.smugmug.com/EPA-Events/Virginia)

### **Other Exemption**

To download, rest cursor on large preview image. A box slides in. Click bottom icon "Save Photo".

Downloads are free and images are public domain.

They are going up now.

Eric Vance

Chief Photographer, USEPA

Office of the Administrator

1200 Pennsylvania Ave, NW

Washington, DC 20640

WJCN, 6330K

202.564.2655 office

### **Ex. 6 - Personal Privacy**

\*\*\*

Link to Office of Multimedia photo galleries, accessible from within EPA's network.

<http://intranet.epa.gov/media/>

\*\*\*

---

From: Aguirre, Amanda

Sent: Wednesday, June 4, 2014 3:14:38 PM

To: Allen, Laura; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

Subject: Re: Tweet - Today

**Ex. 5 - Deliberative**

---

From: Allen, Laura

Sent: Wednesday, June 4, 2014 3:03:53 PM

To: Aguirre, Amanda; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

Subject: RE: Tweet - Today

**Ex. 5 - Deliberative**

-----Original Message-----

From: Aguirre, Amanda

Sent: Wednesday, June 04, 2014 3:03 PM

To: Allen, Laura; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

Subject: Re: Tweet - Today

**Ex. 5 - Deliberative**

---

From: Allen, Laura

Sent: Wednesday, June 4, 2014 3:02:05 PM

To: Aguirre, Amanda; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

Subject: RE: Tweet - Today

**Ex. 5 - Deliberative**

-----Original Message-----

From: Aguirre, Amanda

Sent: Wednesday, June 04, 2014 2:50 PM

To: Orquina, Jessica; Allen, Laura

Cc: Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

Subject: Re: Tweet - Today

**Ex. 5 - Deliberative**

---

From: Orquina, Jessica

Sent: Wednesday, June 4, 2014 1:49:41 PM

To: Allen, Laura

Cc: Aguirre, Amanda; Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

Subject: Re: Tweet - Today

+ Danny, if needed. I'm out today.

Jess

Jessica Ann Orquina

Social Media Lead

Office of Web Communications

U.S. Environmental Protection Agency

Email: [orquina.jessica@epa.gov](mailto:orquina.jessica@epa.gov)

Office: 202-564-0446

**Ex. 6 - Personal Privacy**

> On Jun 4, 2014, at 1:46 PM, "Allen, Laura" <[Allen.Laura@epa.gov](mailto:Allen.Laura@epa.gov)> wrote:

>

> Yes, please send me draft tweets and photos

>

> -----Original Message-----

> From: Aguirre, Amanda

> Sent: Wednesday, June 04, 2014 1:45 PM

> To: Orquina, Jessica; Younes, Lina; Allen, Laura; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha

> Subject: Tweet - Today

>

> Laura and Jessica- The Administrator is participating in roundtable right now from 1:30-2:30 at the Hampton Roads chamber of commerce in conjunction with the The White House Business Council and Business Forward. Can the administrator tweet about it this afternoon? Eric is also here grabbing some photos. Thanks!

>

> Amanda

**To:** Allen, Laura[Allen.Laura@epa.gov]; Aguirre, Amanda[Aguirre.Amanda@epa.gov]  
**Cc:** Bond, Brian[Bond.Brian@epa.gov]  
**From:** Enobakhare, Rosemary  
**Sent:** Thur 6/5/2014 5:20:34 PM  
**Subject:** Re: Tweet - Today

.....The man to the left of the Administrator is President Harvey from Hampton University and to the right of her is Bishop TD Jakes.

What's be best number to call you on?

---

**From:** Allen, Laura  
**Sent:** Thursday, June 5, 2014 1:07:56 PM  
**To:** Enobakhare, Rosemary; Aguirre, Amanda  
**Cc:** Bond, Brian  
**Subject:** FW: Tweet - Today  
 Rosemary or Amanda, can we chat in the next 30 mins? I need help with the names for the folks in photo 058.

Rosemary, Can you also send the photos from the compilation photo with the names of those pictured? 046 was one of the photos but please send the others.

Tweeting this now...

It was privilege to be at the 100<sup>th</sup> Anniversary of the Hampton Ministers Conference, looking forward to working with these faith leaders to #ActOnClimate [photo 046]

Need more info on this one...

Enjoyed talking w/ Faith Leaders @name & @name on how they can #ActOnClimate at 100<sup>th</sup> Anniversary of the Hampton Ministers Conference [058]

**From:** Vance, Eric  
**Sent:** Thursday, June 05, 2014 10:44 AM  
**To:** Enobakhare, Rosemary; Aguirre, Amanda; Hart, Daniel; Allen, Laura; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Johnson, Alisha; Levy, Jeffrey  
**Subject:** Re: Tweet - Today

## Ex. 5 - Deliberative

Eric Vance  
 Chief Photographer, USEPA  
 Office of the Administrator  
 1200 Pennsylvania Ave, NW  
 Washington, DC 20640  
 WJCN, 6330K

202.564.2655 office

Ex. 6 - Personal Privacy



\*\*\*

Link to Office of Multimedia photo galleries, accessible from within EPA's network.

<http://intranet.epa.gov/media/>

\*\*\*

---

**From:** Enobakhare, Rosemary

**Sent:** Thursday, June 5, 2014 10:34:44 AM

**To:** Aguirre, Amanda; Hart, Daniel; Allen, Laura; Orquina, Jessica

**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Johnson, Alisha; Levy, Jeffrey; Vance, Eric

**Subject:** Re: Tweet - Today

---

**Ex. 5 - Deliberative**

---

**From:** Enobakhare, Rosemary

**Sent:** Thursday, June 5, 2014 10:01:15 AM

**To:** Aguirre, Amanda; Hart, Daniel; Allen, Laura; Orquina, Jessica

**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Johnson, Alisha; Levy, Jeffrey; Vance, Eric

**Subject:** Re: Tweet - Today

---

**Ex. 5 - Deliberative**

---

**From:** Aguirre, Amanda

**Sent:** Thursday, June 5, 2014 9:45:21 AM

**To:** Hart, Daniel; Allen, Laura; Orquina, Jessica

**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey; Vance, Eric

**Subject:** RE: Tweet - Today

---

**Ex. 5 - Deliberative**

Amanda

**From:** Aguirre, Amanda

**Sent:** Wednesday, June 04, 2014 5:34 PM

**To:** Hart, Daniel; Allen, Laura; Orquina, Jessica

**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey

**Subject:** RE: Tweet - Today

Hello again- In addition to the tweet for the HR Chamber event, she is speaking at the 100<sup>th</sup>

Anniversary of the Hampton Ministers Conference from 6:50-7:10 roughly. Not sure if it is best to do this tonight or tomorrow. We are going to try send some photos as soon as we can, but if we could stay flexible that would be great. Some rough drafts below. Thanks!

# Ex. 5 - Deliberative

**From:** Aguirre, Amanda  
**Sent:** Wednesday, June 04, 2014 5:28 PM  
**To:** Hart, Daniel; Allen, Laura; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey  
**Subject:** RE: Tweet - Today

## Ex. 5 - Deliberative

**From:** Hart, Daniel  
**Sent:** Wednesday, June 04, 2014 5:08 PM  
**To:** Aguirre, Amanda; Allen, Laura; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey  
**Subject:** RE: Tweet - Today

## Ex. 5 - Deliberative

**From:** Hart, Daniel  
**Sent:** Wednesday, June 04, 2014 5:07 PM  
**To:** Aguirre, Amanda; Allen, Laura; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey  
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## Ex. 5 - Deliberative

# **Ex. 5 - Deliberative**

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From: Hart, Daniel

Sent: Wednesday, June 04, 2014 5:05 PM

To: Aguirre, Amanda; Allen, Laura; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey

Subject: RE: Tweet - Today

## Ex. 5 - Deliberative

-----Original Message-----

From: Hart, Daniel

Sent: Wednesday, June 04, 2014 5:01 PM

To: Aguirre, Amanda; Allen, Laura; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey

Subject: RE: Tweet - Today

Laura,

## Ex. 5 - Deliberative

-----Original Message-----

From: Vance, Eric

Sent: Wednesday, June 04, 2014 4:44 PM

To: Aguirre, Amanda; Allen, Laura; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel; Levy, Jeffrey

Subject: Re: Tweet - Today

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Chief Photographer, USEPA

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202.564.2655 office

### **Ex. 6 - Personal Privacy**

\*\*\*

Link to Office of Multimedia photo galleries, accessible from within EPA's network.

<http://intranet.epa.gov/media/>

\*\*\*

---

From: Aguirre, Amanda

Sent: Wednesday, June 4, 2014 3:14:38 PM

To: Allen, Laura; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

Subject: Re: Tweet - Today

**Ex. 5 - Deliberative**

---

From: Allen, Laura

Sent: Wednesday, June 4, 2014 3:03:53 PM

To: Aguirre, Amanda; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

Subject: RE: Tweet - Today

**Ex. 5 - Deliberative**

-----Original Message-----

From: Aguirre, Amanda

Sent: Wednesday, June 04, 2014 3:03 PM

To: Allen, Laura; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

Subject: Re: Tweet - Today

**Ex. 5 - Deliberative**

---

From: Allen, Laura

Sent: Wednesday, June 4, 2014 3:02:05 PM

To: Aguirre, Amanda; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

Subject: RE: Tweet - Today

**Ex. 5 - Deliberative**

-----Original Message-----

From: Aguirre, Amanda

Sent: Wednesday, June 04, 2014 2:50 PM

To: Orquina, Jessica; Allen, Laura

Cc: Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

Subject: Re: Tweet - Today

**Ex. 5 - Deliberative**

---

From: Orquina, Jessica

Sent: Wednesday, June 4, 2014 1:49:41 PM

To: Allen, Laura

Cc: Aguirre, Amanda; Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

Subject: Re: Tweet - Today

+ Danny, if needed. I'm out today.

Jess

Jessica Ann Orquina

Social Media Lead

Office of Web Communications

U.S. Environmental Protection Agency

Email: [orquina.jessica@epa.gov](mailto:orquina.jessica@epa.gov)

Office: 202-564-0446

### **Ex. 6 - Personal Privacy**

> On Jun 4, 2014, at 1:46 PM, "Allen, Laura" <[Allen.Laura@epa.gov](mailto:Allen.Laura@epa.gov)> wrote:

>

> Yes, please send me draft tweets and photos

>

> -----Original Message-----

> From: Aguirre, Amanda

> Sent: Wednesday, June 04, 2014 1:45 PM

> To: Orquina, Jessica; Younes, Lina; Allen, Laura; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha

> Subject: Tweet - Today

>

> Laura and Jessica- The Administrator is participating in roundtable right now from 1:30-2:30 at the Hampton Roads chamber of commerce in conjunction with the The White House Business Council and Business Forward. Can the administrator tweet about it this afternoon? Eric is also here grabbing some photos. Thanks!

>



> Amanda

**To:** Allen, Laura[Allen.Laura@epa.gov]; Aguirre, Amanda[Aguirre.Amanda@epa.gov]  
**Cc:** Bond, Brian[Bond.Brian@epa.gov]  
**From:** Enobakhare, Rosemary  
**Sent:** Thur 6/5/2014 5:32:32 PM  
**Subject:** Re: Tweet - Today

.....@HUMinCof- conference handle  
@BishopJakes- Bishop TD Jakes  
@\_HamptonU- the president doesn't have a twitter handle but you can use the Universities handle

---

**From:** Allen, Laura  
**Sent:** Thursday, June 5, 2014 1:21:28 PM  
**To:** Enobakhare, Rosemary; Aguirre, Amanda  
**Cc:** Bond, Brian  
**Subject:** RE: Tweet - Today  
Ok, thanks. Do we have twitter handles for them?

**Ex. 6 - Personal Privacy**

**From:** Enobakhare, Rosemary  
**Sent:** Thursday, June 05, 2014 1:21 PM  
**To:** Allen, Laura; Aguirre, Amanda  
**Cc:** Bond, Brian  
**Subject:** Re: Tweet - Today

The man to the left of the Administrator is President Harvey from Hampton University and to the right of her is Bishop TD Jakes.

What's be best number to call you on?

---

**From:** Allen, Laura  
**Sent:** Thursday, June 5, 2014 1:07:56 PM  
**To:** Enobakhare, Rosemary; Aguirre, Amanda  
**Cc:** Bond, Brian  
**Subject:** FW: Tweet - Today

Rosemary or Amanda, can we chat in the next 30 mins? I need help with the names for the folks in photo 058.

Rosemary, Can you also send the photos from the compilation photo with the names of those pictured? 046 was one of the photos but please send the others.

Tweeting this now...

It was privilege to be at the 100<sup>th</sup> Anniversary of the Hampton Ministers Conference, looking forward to working with these faith leaders to #ActOnClimate [photo 046]

Need more info on this one...

Enjoyed talking w/ Faith Leaders @name & @name on how they can #ActOnClimate at 100<sup>th</sup> Anniversary of the Hampton Ministers Conference [058]

**From:** Vance, Eric  
**Sent:** Thursday, June 05, 2014 10:44 AM  
**To:** Enobakhare, Rosemary; Aguirre, Amanda; Hart, Daniel; Allen, Laura; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Johnson, Alisha; Levy, Jeffrey  
**Subject:** Re: Tweet - Today

### Ex. 5 - Deliberative

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Chief Photographer, USEPA  
Office of the Administrator  
1200 Pennsylvania Ave, NW  
Washington, DC 20640  
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202.564.2655 office

### Ex. 6 - Personal Privacy

\*\*\*

Link to Office of Multimedia photo galleries, accessible from within EPA's network.

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\*\*\*

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**From:** Enobakhare, Rosemary  
**Sent:** Thursday, June 5, 2014 10:34:44 AM  
**To:** Aguirre, Amanda; Hart, Daniel; Allen, Laura; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Johnson, Alisha; Levy, Jeffrey; Vance, Eric  
**Subject:** Re: Tweet - Today

### Ex. 5 - Deliberative

---

**From:** Enobakhare, Rosemary  
**Sent:** Thursday, June 5, 2014 10:01:15 AM  
**To:** Aguirre, Amanda; Hart, Daniel; Allen, Laura; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Johnson, Alisha; Levy, Jeffrey; Vance, Eric  
**Subject:** Re: Tweet - Today

### Ex. 5 - Deliberative

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**From:** Aguirre, Amanda  
**Sent:** Thursday, June 5, 2014 9:45:21 AM  
**To:** Hart, Daniel; Allen, Laura; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey; Vance, Eric  
**Subject:** RE: Tweet - Today

## Ex. 5 - Deliberative

Amanda

**From:** Aguirre, Amanda  
**Sent:** Wednesday, June 04, 2014 5:34 PM  
**To:** Hart, Daniel; Allen, Laura; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey  
**Subject:** RE: Tweet - Today

Hello again- In addition to the tweet for the HR Chamber event, she is speaking at the 100<sup>th</sup> Anniversary of the Hampton Ministers Conference from 6:50-7:10 roughly. Not sure if it is best to do this tonight or tomorrow. We are going to try send some photos as soon as we can, but if we could stay flexible that would be great. Some rough drafts below. Thanks!

## Ex. 5 - Deliberative

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**Sent:** Wednesday, June 04, 2014 5:28 PM  
**To:** Hart, Daniel; Allen, Laura; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey  
**Subject:** RE: Tweet - Today

### Ex. 5 - Deliberative

**From:** Hart, Daniel  
**Sent:** Wednesday, June 04, 2014 5:08 PM

**To:** Aguirre, Amanda; Allen, Laura; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey  
**Subject:** RE: Tweet - Today

**Ex. 5 - Deliberative**

**From:** Hart, Daniel  
**Sent:** Wednesday, June 04, 2014 5:07 PM  
**To:** Aguirre, Amanda; Allen, Laura; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey  
**Subject:** RE: Tweet - Today

**Ex. 5 - Deliberative**

# **Ex. 5 - Deliberative**

-----Original Message-----

From: Hart, Daniel

Sent: Wednesday, June 04, 2014 5:05 PM

To: Aguirre, Amanda; Allen, Laura; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey

Subject: RE: Tweet - Today

## Ex. 5 - Deliberative

-----Original Message-----

From: Hart, Daniel

Sent: Wednesday, June 04, 2014 5:01 PM

To: Aguirre, Amanda; Allen, Laura; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey

Subject: RE: Tweet - Today

Laura,

## Ex. 5 - Deliberative

-----Original Message-----

From: Vance, Eric

Sent: Wednesday, June 04, 2014 4:44 PM

To: Aguirre, Amanda; Allen, Laura; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel; Levy, Jeffrey

Subject: Re: Tweet - Today

Here's the link...

[Http://feetwetphotos.smugmug.com/EPA-Events/Virginia](http://feetwetphotos.smugmug.com/EPA-Events/Virginia)

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Eric Vance

Chief Photographer, USEPA

Office of the Administrator

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### **Ex. 6 - Personal Privacy**

\*\*\*

Link to Office of Multimedia photo galleries, accessible from within EPA's network.

<http://intranet.epa.gov/media/>

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From: Aguirre, Amanda

Sent: Wednesday, June 4, 2014 3:14:38 PM

To: Allen, Laura; Orquina, Jessica



Cc: Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

Subject: Re: Tweet - Today

Okay. Thanks!

---

From: Allen, Laura

Sent: Wednesday, June 4, 2014 3:03:53 PM

To: Aguirre, Amanda; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

Subject: RE: Tweet - Today

**Ex. 5 - Deliberative**

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From: Aguirre, Amanda

Sent: Wednesday, June 04, 2014 3:03 PM

To: Allen, Laura; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

Subject: Re: Tweet - Today

**Ex. 5 - Deliberative**

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From: Allen, Laura

Sent: Wednesday, June 4, 2014 3:02:05 PM

To: Aguirre, Amanda; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

Subject: RE: Tweet - Today

## **Ex. 5 - Deliberative**

-----Original Message-----

From: Aguirre, Amanda

Sent: Wednesday, June 04, 2014 2:50 PM

To: Orquina, Jessica; Allen, Laura

Cc: Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

Subject: Re: Tweet - Today

# **Ex. 5 - Deliberative**

---

From: Orquina, Jessica

Sent: Wednesday, June 4, 2014 1:49:41 PM

To: Allen, Laura

Cc: Aguirre, Amanda; Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

Subject: Re: Tweet - Today

+ Danny, if needed. I'm out today.

Jess

Jessica Ann Orquina

Social Media Lead

Office of Web Communications

U.S. Environmental Protection Agency

Email: [orquina.jessica@epa.gov](mailto:orquina.jessica@epa.gov)

Office: 202-564-0446

**Ex. 6 - Personal Privacy**

> On Jun 4, 2014, at 1:46 PM, "Allen, Laura" <[Allen.Laura@epa.gov](mailto:Allen.Laura@epa.gov)> wrote:

>

> Yes, please send me draft tweets and photos

>

> -----Original Message-----

> From: Aguirre, Amanda

> Sent: Wednesday, June 04, 2014 1:45 PM

> To: Orquina, Jessica; Younes, Lina; Allen, Laura; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha

> Subject: Tweet - Today

>

> Laura and Jessica- The Administrator is participating in roundtable right now from 1:30-2:30 at the Hampton Roads chamber of commerce in conjunction with the The White House Business Council and Business Forward. Can the administrator tweet about it this afternoon? Eric is also here grabbing some photos. Thanks!

>

> Amanda

**To:** Allen, Laura[Allen.Laura@epa.gov]; Aguirre, Amanda[Aguirre.Amanda@epa.gov]  
**Cc:** Bond, Brian[Bond.Brian@epa.gov]  
**From:** Enobakhare, Rosemary  
**Sent:** Thur 6/5/2014 11:47:57 PM  
**Subject:** Re: Tweet - Today

;;;;;;Can you send me the link? Trying to get folks to retweet and share the fb post but I don't see the post with the photos on facebook or twitter.

---

**From:** Allen, Laura  
**Sent:** Thursday, June 5, 2014 6:01:13 PM  
**To:** Enobakhare, Rosemary; Aguirre, Amanda  
**Cc:** Bond, Brian  
**Subject:** RE: Tweet - Today  
Thanks, can you send me the other photos?

Both photos from Eric have been posted to fb/twitter.

**From:** Enobakhare, Rosemary  
**Sent:** Thursday, June 05, 2014 1:33 PM  
**To:** Allen, Laura; Aguirre, Amanda  
**Cc:** Bond, Brian  
**Subject:** Re: Tweet - Today

@HUMinCof- conference handle  
@BishopJakes- Bishop TD Jakes  
@\_HamptonU- the president doesn't have a twitter handle but you can use the Universities handle

---

**From:** Allen, Laura  
**Sent:** Thursday, June 5, 2014 1:21:28 PM  
**To:** Enobakhare, Rosemary; Aguirre, Amanda  
**Cc:** Bond, Brian  
**Subject:** RE: Tweet - Today

Ok, thanks. Do we have twitter handles for them?

#### **Ex. 6 - Personal Privacy**

**From:** Enobakhare, Rosemary  
**Sent:** Thursday, June 05, 2014 1:21 PM  
**To:** Allen, Laura; Aguirre, Amanda  
**Cc:** Bond, Brian  
**Subject:** Re: Tweet - Today

The man to the left of the Administrator is President Harvey from Hampton University and to the right of her is Bishop TD Jakes.

What's be best number to call you on?

---

**From:** Allen, Laura  
**Sent:** Thursday, June 5, 2014 1:07:56 PM  
**To:** Enobakhare, Rosemary; Aguirre, Amanda  
**Cc:** Bond, Brian  
**Subject:** FW: Tweet - Today

Rosemary or Amanda, can we chat in the next 30 mins? I need help with the names for the folks in photo 058.

Rosemary, Can you also send the photos from the compilation photo with the names of those pictured? 046 was one of the photos but please send the others.

Tweeting this now...

It was privilege to be at the 100<sup>th</sup> Anniversary of the Hampton Ministers Conference, looking forward to working with these faith leaders to #ActOnClimate [photo 046]

Need more info on this one...

Enjoyed talking w/ Faith Leaders @name & @name on how they can #ActOnClimate at 100<sup>th</sup> Anniversary of the Hampton Ministers Conference [058]

**From:** Vance, Eric  
**Sent:** Thursday, June 05, 2014 10:44 AM  
**To:** Enobakhare, Rosemary; Aguirre, Amanda; Hart, Daniel; Allen, Laura; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Johnson, Alisha; Levy, Jeffrey  
**Subject:** Re: Tweet - Today

Three pics attached. No WiFi right now. Full set will go up later.

Eric Vance  
Chief Photographer, USEPA  
Office of the Administrator  
1200 Pennsylvania Ave, NW  
Washington, DC 20640  
WJCN, 6330K

202.564.2655 office

**Ex. 6 - Personal Privacy**

\*\*\*

Link to Office of Multimedia photo galleries, accessible from within EPA's network.  
<http://intranet.epa.gov/media/>

\*\*\*

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**From:** Enobakhare, Rosemary  
**Sent:** Thursday, June 5, 2014 10:34:44 AM  
**To:** Aguirre, Amanda; Hart, Daniel; Allen, Laura; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Johnson, Alisha; Levy, Jeffrey; Vance, Eric  
**Subject:** Re: Tweet - Today

**Ex. 5 - Deliberative**

---

**From:** Enobakhare, Rosemary  
**Sent:** Thursday, June 5, 2014 10:01:15 AM  
**To:** Aguirre, Amanda; Hart, Daniel; Allen, Laura; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Johnson, Alisha; Levy, Jeffrey; Vance, Eric  
**Subject:** Re: Tweet - Today

**Ex. 5 - Deliberative**

---

**From:** Aguirre, Amanda  
**Sent:** Thursday, June 5, 2014 9:45:21 AM  
**To:** Hart, Daniel; Allen, Laura; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey; Vance, Eric  
**Subject:** RE: Tweet - Today

+ Eric. Can you shoot around the photos from yesterday when they are ready so we can get a tweet out. Thanks!

Amanda

**From:** Aguirre, Amanda  
**Sent:** Wednesday, June 04, 2014 5:34 PM  
**To:** Hart, Daniel; Allen, Laura; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey  
**Subject:** RE: Tweet - Today

Hello again- In addition to the tweet for the HR Chamber event, she is speaking at the 100<sup>th</sup> Anniversary of the Hampton Ministers Conference from 6:50-7:10 roughly. Not sure if it is best to do this tonight or tomorrow. We are going to try send some photos as soon as we can, but if we could stay flexible that would be great. Some rough drafts below. Thanks!

**Ex. 5 - Deliberative**

# Ex. 5 - Deliberative

**From:** Aguirre, Amanda

**Sent:** Wednesday, June 04, 2014 5:28 PM

**To:** Hart, Daniel; Allen, Laura; Orquina, Jessica

**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey

**Subject:** RE: Tweet - Today

## Ex. 5 - Deliberative

**From:** Hart, Daniel

**Sent:** Wednesday, June 04, 2014 5:08 PM

**To:** Aguirre, Amanda; Allen, Laura; Orquina, Jessica

**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey

**Subject:** RE: Tweet - Today

## Ex. 5 - Deliberative

**From:** Hart, Daniel

**Sent:** Wednesday, June 04, 2014 5:07 PM

**To:** Aguirre, Amanda; Allen, Laura; Orquina, Jessica

**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey

**Subject:** RE: Tweet - Today

## Ex. 5 - Deliberative



# Ex. 5 - Deliberative

-----Original Message-----

From: Hart, Daniel

Sent: Wednesday, June 04, 2014 5:05 PM

To: Aguirre, Amanda; Allen, Laura; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey

Subject: RE: Tweet - Today

## Ex. 5 - Deliberative

-----Original Message-----

From: Hart, Daniel

Sent: Wednesday, June 04, 2014 5:01 PM

To: Aguirre, Amanda; Allen, Laura; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey

Subject: RE: Tweet - Today

Laura,

## Ex. 5 - Deliberative

-----Original Message-----

From: Vance, Eric

Sent: Wednesday, June 04, 2014 4:44 PM

To: Aguirre, Amanda; Allen, Laura; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel; Levy, Jeffrey

Subject: Re: Tweet - Today

Here's the link...

[Http://feetwetphotos.smugmug.com/EPA-Events/Virginia](http://feetwetphotos.smugmug.com/EPA-Events/Virginia)

### **Other Exemption**

To download, rest cursor on large preview image. A box slides in. Click bottom icon "Save Photo".

Downloads are free and images are public domain.

They are going up now.

Eric Vance

Chief Photographer, USEPA

Office of the Administrator

1200 Pennsylvania Ave, NW

Washington, DC 20640

WJCN, 6330K

202.564.2655 office

### **Ex. 6 - Personal Privacy**

\*\*\*

Link to Office of Multimedia photo galleries, accessible from within EPA's network.

<http://intranet.epa.gov/media/>

\*\*\*

---

From: Aguirre, Amanda

Sent: Wednesday, June 4, 2014 3:14:38 PM

To: Allen, Laura; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

Subject: Re: Tweet - Today

Okay. Thanks!

---

From: Allen, Laura

Sent: Wednesday, June 4, 2014 3:03:53 PM

To: Aguirre, Amanda; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

Subject: RE: Tweet - Today

**Ex. 5 - Deliberative**

-----Original Message-----

From: Aguirre, Amanda

Sent: Wednesday, June 04, 2014 3:03 PM

To: Allen, Laura; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

Subject: Re: Tweet - Today

**Ex. 5 - Deliberative**

---

From: Allen, Laura

Sent: Wednesday, June 4, 2014 3:02:05 PM

To: Aguirre, Amanda; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

Subject: RE: Tweet - Today

**Ex. 5 - Deliberative**

-----Original Message-----

From: Aguirre, Amanda

Sent: Wednesday, June 04, 2014 2:50 PM

To: Orquina, Jessica; Allen, Laura

Cc: Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

Subject: Re: Tweet - Today

**Ex. 5 - Deliberative**

---

From: Orquina, Jessica

Sent: Wednesday, June 4, 2014 1:49:41 PM

To: Allen, Laura

Cc: Aguirre, Amanda; Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

Subject: Re: Tweet - Today

+ Danny, if needed. I'm out today.

Jess

Jessica Ann Orquina

Social Media Lead

Office of Web Communications

U.S. Environmental Protection Agency

Email: [orquina.jessica@epa.gov](mailto:orquina.jessica@epa.gov)

Office: 202-564-0446

**Ex. 6 - Personal Privacy**

> On Jun 4, 2014, at 1:46 PM, "Allen, Laura" <[Allen.Laura@epa.gov](mailto:Allen.Laura@epa.gov)> wrote:

>

> Yes, please send me draft tweets and photos

>

> -----Original Message-----

> From: Aguirre, Amanda

> Sent: Wednesday, June 04, 2014 1:45 PM

> To: Orquina, Jessica; Younes, Lina; Allen, Laura; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha

> Subject: Tweet - Today

>

> Laura and Jessica- The Administrator is participating in roundtable right now from 1:30-2:30 at the Hampton Roads chamber of commerce in conjunction with the The White House Business Council and Business Forward. Can the administrator tweet about it this afternoon? Eric is also here grabbing some photos. Thanks!

>

> Amanda

**To:** Jones, Enesta[Jones.Enesta@epa.gov]  
**Cc:** Drinkard, Andrea[Drinkard.Andrea@epa.gov]; Bremer, Kristen[Bremer.Kristen@epa.gov];  
Wilson, Erika[Wilson.Erika@epa.gov]  
**From:** Davis, Alison  
**Sent:** Tue 12/2/2014 8:19:52 PM  
**Subject:** Answer for the questions 'we're getting on specific comments on CPP

Hi Enesta – for Argus, Capital NY and any of the other inquiries asking us to comment on specific comments we're getting on CPP, let's send the link to Janet's

Blog along with the sentence below. Thanks.

<http://blog.epa.gov/epaconnect/2014/12/your-engagement-protects-public-health-bolsters-climate-action/>

The next step in the process is for EPA to review the public comments are we work to issue a final rule.

-----  
Alison Davis

Senior Advisor for Public Affairs

US EPA, Office of Air Quality Planning & Standards

Research Triangle Park, NC 27711

Desk: 919-541-7587

Mobile: Ex. 6 - Personal Privacy



**To:** Cortelyou-Lee, Jan[Cortelyou-Lee.Jan@epa.gov]; Ashley, Jackie[Ashley.Jackie@epa.gov]; Bremer, Kristen[Bremer.Kristen@epa.gov]  
**From:** Noonan, Jenny  
**Sent:** Sat 10/25/2014 2:32:33 PM  
**Subject:** Fw: Latest NODA/Supp communications mats  
[NODA and sup outreach schedule v3.docx](#)  
[NODA QAs 10-22-14 v7.docx](#)  
[CPP - NODA - fact sheetV4.docx](#)  
[sup and noda summary sheet.docx](#)  
[CPP - Supplemental - fact sheet draft of Oct 24 2014.docx](#)  
[CPP-Supplemental-Comm Plan draft of Oct 24.docx](#)

Sent from my BlackBerry

**Not Responsive**

Supplemental rollout plan (with call list) – 10/24, 3:56 pm version

Erika Wilson

Clean Air Markets Division

Office of Atmospheric Programs

Office of Air and Radiation

U.S. EPA

202.343.9113

wilson.erika@epa.gov

**To:** Terry, Sara[Terry.Sara@epa.gov]  
**From:** Bremer, Kristen  
**Sent:** Wed 8/27/2014 8:57:59 PM  
**Subject:** RE: Outreach note  
Q and A Session Outreach 08 27 14-kb.docx

## Ex. 5 - Deliberative

---

Kristen Bremer

Policy Analysis & Communications

U.S. EPA, Office of Air Quality Planning & Standards

Email: [bremer.kristen@epa.gov](mailto:bremer.kristen@epa.gov)

Phone: 919.541.9424

Cell: **Ex. 6 - Personal Privacy**

**From:** Terry, Sara  
**Sent:** Wednesday, August 27, 2014 4:40 PM  
**To:** Bremer, Kristen  
**Subject:** Outreach note

Do you have a chance to give this a quick once over before I send it out? Am I missing anything?

Sara

## #CleanAir4Kids Twitter Event Script

Wednesday, October 1, 2014, 2:00 pm – 3:00 pm ET

**#CleanAir4Kids: Twitter Chat**

Hosted by the American Academy of Pediatrics (@AmerAcadPeds)

**Call-in Information (Time): 1:45 PM**

Dial-in Number:   
Participant Code:

**RSVP:** <http://www.aap.org/en-us/Pages/CleanAir4Kids.aspx>**Twitter:** @AmerAcadPeds & @GinaEPA**Hashtag:** #CleanAir4Kids**Promotion:****@AmerAcadPeds Twitter Chat: Air Quality and Children's Health**

According to the World Health Organization, more than 80% of the current health burden due to the changing climate occurs in children younger than five years old.

As climate change accelerates, children will continue to suffer disproportionately because they breathe faster and spend more time outside, and therefore have a greater opportunity for exposure to pollutants.

During Child Health Month, join the American Academy of Pediatrics (AAP) on **Wednesday, Oct. 1 at 2 pm ET** for a Twitter chat to discuss the importance of clean air and how air pollution impacts child health. AAP will be joined by Environmental Protection Agency (EPA) Administrator Gina McCarthy, who will share how the federal government is addressing air quality and how individuals can take action.

To join the conversation, use **#CleanAir4Kids** and follow [@AmerAcadPeds](#) and [@GinaEPA](#).

Please contact AAP Social Media Community Manager Cassandra Blohowiak at [cblohowiak@aap.org](mailto:cblohowiak@aap.org) for more information.

- **What:** Twitter chat on air quality and children's health

- **Host:** American Academy of Pediatrics ([@AmerAcadPeds](#))
- **When:** Wednesday, Oct. 1 from 2 pm – 3 pm ET
- **Where:** Twitter; #CleanAir4Kids

**Promo Tweets:**

**Not Responsive**

**Twitter chat outline:**

Script Questions: The American Academy of Pediatrics ([@AmerAcadPeds](#)) will ask a total of 7 of 11 questions during the chat.

**Questions for [@GinaEPA](#):**

**Not Responsive**

**Not Responsive**

# Not Responsive

## 8. What is the @EPA doing to address air quality & climate change? #CleanAir4Kids

This past year brought tons of progress, including our proposed Clean Power Plan.  
#CleanAir4Kids

We've received more than 750,000 comments from health groups, industry groups, faith groups, parents and more. #CleanAir4

We want every good idea we can get, so we extended the public comment period through December 1st. #CleanAir4Kids

# Not Responsive

### Twitter chat script:

1. All tweets must include the #CleanAir4Kids hashtag
2. Question tweets should lead with "Q1:", "Q2:" etc.
3. Answer tweets should lead with "A1:", "A2:" etc.

**1:55pm ET**

@AmerAcadPeds: 5 min until the @AmerAcadPeds #CleanAir4Kids chat w/ @EPA Admin

@GinaEPA <http://ow.ly/BLZBz> RT if you'll be joining us!

**2:00pm ET**

@AmerAcadPeds: It's time! We're about to begin the #CleanAir4Kids chat w/ @EPA Admin

@GinaEPA

@AmerAcadPeds: Thrilled to be chatting today w/ @EPA Administrator & child health advocate

@GinaEPA! #CleanAir4Kids

@AmerAcadPeds: Thank you to [redacted] for joining us today for #CleanAir4Kids chat!

@AmerAcadPeds: To kick off Child Health Month, over the next hour, we'll be discussing how air quality can affect child health #CleanAir4Kids

@AmerAcadPeds: Remember to add #CleanAir4Kids to your tweets & use corresponding question & answer numbers (A1, A2, A3, etc.)

**2:05pm ET**

**Not Responsive**



2:13pm ET

**Not Responsive**

2:29pm ET

# Not Responsive

2:44pm ET

@AmerAcadPeds: Q6: How can we prevent the health effects of air pollution? What is @EPA doing to address air quality & climate change? #CleanAir4Kids

@AmerAcadPeds: A6: New @EPA carbon standards are a needed step to help make our air safer & cleaner for children #CleanAir4Kids

@AmerAcadPeds: A6: Limiting carbon emissions = #CleanAir4Kids. AAP commends @EPA action to address air pollution & climate change <http://ow.ly/BEBDo>

# Not Responsive

2:52pm ET

@AmerAcadPeds: Q7: How can community members & health care professionals take action to improve air quality? #CleanAir4Kids

@AmerAcadPeds: A7: We must ensure that our children can breathe clean air to protect &

promote lifelong health #CleanAir4Kids

@AmerAcadPeds: A7: Submit comments on @EPA's plan to reduce carbon emissions by Dec. 1.  
Visit: <http://ow.ly/BECgG> #CleanAir4Kids

@AmerAcadPeds: A7: Pediatricians can educate parents, local & national representatives  
about the harmful health effects of air pollution #CleanAir4Kids

@AmerAcadPeds: A7: Pediatricians also can play a key role in advocating for prevention  
policies at the federal, state & local levels #CleanAir4Kids

@AmerAcadPeds: Pediatrician Dr. Ahdoot in @thehill: Through @EPA rule, children will breathe  
cleaner air <http://ow.ly/BEjaO> #CleanAir4Kids

@AmerAcadPeds: A7: #Tweetiatricians, help mitigate the effects of climate change & poor air  
quality. 5 things you can do <http://ow.ly/BEI6M> #CleanAir4Kids

**2:57pm ET [closing remarks and wrap-up]**

@AmerAcadPeds: We have about 3 more minutes left in our discussion. Please feel free to give  
some final thoughts #CleanAir4Kids

@AmerAcadPeds: A special thanks to @EPA Administrator @GinaEPA for joining us today!  
#CleanAir4Kids

@AmerAcadPeds: Thank you to @ [handles of groups] for also joining in #CleanAir4Kids

#CleanAir4Kids Twitter Event Script

Wednesday, October 1, 2014, 2:00 pm – 3:00 pm ET

**#CleanAir4Kids: Twitter Chat**

Hosted by the American Academy of Pediatrics (@AmerAcadPeds)

**Call-in Information (Time):** 1:45 PM

**Conference code**

**RSVP:** <http://www.aap.org/en-us/Pages/CleanAir4Kids.aspx>

**Twitter:** @AmerAcadPeds & @GinaEPA

**Hashtag:** #CleanAir4Kids

**Promotion:**

**@AmerAcadPeds Twitter Chat: Air Quality and Children's Health**

According to the World Health Organization, more than 80% of the current health burden due to the changing climate occurs in children younger than five years old.

As climate change accelerates, children will continue to suffer disproportionately because they breathe faster and spend more time outside, and therefore have a greater opportunity for exposure to pollutants.

During Child Health Month, join the American Academy of Pediatrics (AAP) on **Wednesday, Oct. 1 at 2 pm ET** for a Twitter chat to discuss the importance of clean air and how air pollution impacts child health. AAP will be joined by Environmental Protection Agency (EPA) Administrator Gina McCarthy, who will share how the federal government is addressing air quality and how individuals can take action.

To join the conversation, use **#CleanAir4Kids** and follow [@AmerAcadPeds](#) and [@GinaEPA](#).

Please contact AAP Social Media Community Manager Cassandra Blohowiak at [cblohowiak@aap.org](mailto:cblohowiak@aap.org) for more information.

- **What:** Twitter chat on air quality and children's health

- **Host:** American Academy of Pediatrics ([@AmerAcadPeds](#))
- **When:** Wednesday, Oct. 1 from 2 pm – 3 pm ET
- **Where:** Twitter; #CleanAir4Kids

#### **Promo Tweets:**

- How does air quality impact child health? Join us to discuss #CleanAir4Kids w/ @GinaEPA on 10/1 @ 2pm ET <http://ow.ly/BLZBz>
- Join us! @AmerAcadPeds #CleanAir4Kids chat w/ @GinaEPA Wed, Oct. 1 @ 2pm ET <http://ow.ly/BLZBz> #putkids1st
- Join the conversation! #CleanAir4Kids Twitter chat w/ @GinaEPA, @AmerAcadPeds on Oct 1 @ 2pm ET <http://ow.ly/BLZBz>
- Start Child Health Month by discussing #CleanAir4Kids! Join @AmerAcadPeds chat w/ @GinaEPA on 10/1 @ 2pm ET <http://ow.ly/BLZBz>
- Join the @AmerAcadPeds #CleanAir4Kids chat @ 2pm ET on 10/1 w/ @GinaEPA. Learn more: <http://ow.ly/BLZBz>
- Chat about the importance of clean air & how air pollution impacts child health w/ @AmerAcadPeds & @GinaEPA on 10/1 @ 2pm ET #CleanAir4Kids
- On 10/1 @ 2pm ET, we'll be discussing clean air and child health w/ @GinaEPA! Follow #CleanAir4Kids to join in.
- **9/30 tweet:** Discuss the importance of clean air & how air pollution impacts child health w/ @EPA admin @GinaEPA tomorrow @ 2pm ET #CleanAir4Kids
- **9/30 tweet:** #Tweetiaticians: Join our #CleanAir4Kids chat w/ @GinaEPA tomorrow 10/1 @ 2pm ET. More info: <http://ow.ly/BLZBz>
- **10/1 tweet @ 1:30pm ET:** In 30 minutes, we'll discuss clean air w/ @GinaEPA! Follow #CleanAir4Kids to join in.

•

#### **Twitter chat outline:**

Script Questions: The American Academy of Pediatrics (@AmerAcadPeds) will ask a total of 7 of 11 questions during the chat.

#### **Questions for @GinaEPA:**

- 1. October is Children's Health Month! How does air quality impact child health? #CleanAir4Kids**

Climate change is supercharging health risks especially for our children.  
#CleanAir4Kids

Carbon pollution comes bundled with other harmful pollutants that cause respiratory problems like asthma. #CleanAir4Kids

- 2. What are the main sources of air pollution? #CleanAir4Kids**

Carbon pollution fuels climate change, and power plants are our nation's largest source. #CleanAir4Kids

3. **What medical conditions have been associated with air pollution? #CleanAir4Kids  
#ActOnClimate**

We know exposure to mercury is harmful for children & infants, it has adverse effects their developing nervous systems. #CleanAir4Kids

4. **Why are children disproportionately affected by air pollution? #CleanAir4Kids  
#ActOnClimate**

Children's health has been a driving force for commonsense environmental protection. #CleanAir4Kids

Children are more vulnerable to pollutants than adults because of biology & their activities and play patterns. #CleanAir4Kids

5. **What are other vulnerable populations that may be affected by poor air quality?  
#CleanAir4Kids**

Climate change could affect our society through impacts on a number of different social, cultural, and natural resources. #CleanAir4Kids

Climate change could affect human health, infrastructure, transportation systems, & energy, food, & water supplies. #CleanAir4Kids

6. **What are the short and long term impacts of air pollution on child health?  
#CleanAir4Kids**

Exposure to high levels of air pollution can cause a variety of adverse health outcomes. #CleanAir4Kids

It increases the risk of respiratory infections, heart disease, stroke and lung cancer. #CleanAir4Kids

Short and long term exposure to air pollutants have been associated with negative health impacts. #CleanAir4Kids

More severe impacts affect people who are already ill, children, elderly and poor people. #CleanAir4Kids

7. **How does air quality impact climate? #CleanAir4Kids**

Scientists project that warmer temperatures from climate change will increase the frequency of days with unhealthy air. #CleanAir4Kids

This means more days with unhealthy levels of ground-level ozone, a harmful air pollutant, and a component in smog. #CleanAir4Kids

**8. What is the @EPA doing to address air quality & climate change?  
#CleanAir4Kids**

This past year brought tons of progress, including our proposed Clean Power Plan.  
#CleanAir4Kids

We've received more than 750,000 comments from health groups, industry groups, faith groups, parents and more. #CleanAir4

We want every good idea we can get, so we extended the public comment period through December 1st. #CleanAir4Kids

**9. Why should the public care about clean air? #CleanAir4Kids**

Climate change will affect our water supplies, agriculture, infrastructure, environment, and our health and safety. #CleanAir4Kids

**10. How can we take action to improve air quality? #CleanAir4Kids**

Our decisions today will shape the world our children and grandchildren will live in.  
#CleanAir4Kids

You can take steps at home, on the road, & in your office to reduce GHG emissions & the risks associated with climate change. #CleanAir4Kids

Many of these steps can save you money; some, like walking or biking to work can even improve your health! #CleanAir4Kids

**11. What's the best way to get information about air quality and its  
impact on child health? #CleanAir4Kids**

Read more about air quality and climate change at <http://www.epa.gov/climatechange/>  
#CleanAir4Kids

You can also learn more about children's environmental health at [www2.epa.gov/children](http://www2.epa.gov/children)  
#CleanAir4Kids

**Twitter chat script:**

1. All tweets must include the #CleanAir4Kids hashtag
2. Question tweets should lead with "Q1:", "Q2:" etc.
3. Answer tweets should lead with "A1:", "A2:" etc.

**1:55pm ET**

@AmerAcadPeds: 5 min until the @AmerAcadPeds #CleanAir4Kids chat w/ @EPA Admin

@GinaEPA <http://ow.ly/BLZBz> RT if you'll be joining us!

**2:00pm ET**

@AmerAcadPeds: It's time! We're about to begin the #CleanAir4Kids chat w/ @EPA Admin

@GinaEPA

@AmerAcadPeds: Thrilled to be chatting today w/ @EPA Administrator & child health advocate

@GinaEPA! #CleanAir4Kids

@AmerAcadPeds: Thank you to [redacted] for joining us today for #CleanAir4Kids chat!

@AmerAcadPeds: To kick off Child Health Month, over the next hour, we'll be discussing how air quality can affect child health #CleanAir4Kids

@AmerAcadPeds: Remember to add #CleanAir4Kids to your tweets & use corresponding question & answer numbers (A1, A2, A3, etc.)

**2:05pm ET**

@AmerAcadPeds: Let's get started! Q1: What are sources and types of air pollution?

@AmerAcadPeds: A1: Air pollution can be caused by human activities like burning fossil fuels & mobile sources like cars, trucks & buses #CleanAir4Kids

@AmerAcadPeds: A1: Air pollution also can be caused by natural sources such as wildfires #CleanAir4Kids

@AmerAcadPeds: A1: Power plants generate ~ 1/3 of all US greenhouse gas pollution, a leading contributor of climate change #CleanAir4Kids



**2:13pm ET**

@AmerAcadPeds: Q2: How does air quality impact kids? #CleanAir4Kids

@AmerAcadPeds: A2: Air pollution can increase symptoms like coughing and wheezing & increase school absenteeism due to respiratory illness #CleanAir4Kids

@AmerAcadPeds: A2: Air pollution can exacerbate asthma in children & adversely affect lung growth & function #CleanAir4Kids

@AmerAcadPeds: A2: Air pollution also has been linked to low birth weight, preterm birth & infant mortality <http://ow.ly/BEaZG> #CleanAir4Kids

@AmerAcadPeds: A2: High exposure to air pollution may make kids more vulnerable to lung diseases in adulthood <http://ow.ly/BEfpN> #CleanAir4Kids

**2:21pm ET**

@AmerAcadPeds: Q3: Why are children disproportionately affected by air pollution? #CleanAir4Kids

@AmerAcadPeds: A3: Children are considered to be especially vulnerable to air pollution for several reasons #CleanAir4Kids

@AmerAcadPeds: A3: A given dose of a pollutant has a greater impact on kids because of their smaller size and growing bodies & minds #CleanAir4Kids

@AmerAcadPeds: A3: Children spend more time outside & have a greater opportunity for exposure to pollutants #CleanAir4Kids

@AmerAcadPeds: A3: Children breathe more rapidly & inhale more pollutants per pound of body weight than adults #CleanAir4Kids

@AmerAcadPeds: A3: Children's airway passages are narrower, so air pollution-induced inflammation may cause greater airway obstruction #CleanAir4Kids

**2:29pm ET**

@AmerAcadPeds: Q4: What are other vulnerable populations that may be affected by poor air quality? How? #CleanAir4Kids

@AmerAcadPeds: A4: The elderly & those w/ cardiopulmonary disease are also susceptible to adverse health effects from poor air quality #CleanAir4Kids

**2:36pm ET**

@AmerAcadPeds: Q5: How does air quality impact climate? #CleanAir4Kids

@AmerAcadPeds: A5: According to @WHO >80% of the current health burden due to changing climate occurs in children younger than 5 years old #CleanAir4Kids

@AmerAcadPeds: A5: Health impacts of climate change: effects of weather disasters, food & water insecurity, increased heat-related deaths #CleanAir4Kids

@AmerAcadPeds: A5: Other health effects of climate change: increases in climate sensitive infections and in allergic & asthmatic diseases #CleanAir4Kids

@AmerAcadPeds: A5: Read our policy statement on climate change to learn more <http://ow.ly/BEiSE> #CleanAir4Kids

**2:44pm ET**

@AmerAcadPeds: Q6: How can we prevent the health effects of air pollution? What is @EPA doing to address air quality & climate change? #CleanAir4Kids

@AmerAcadPeds: A6: New @EPA carbon standards are a needed step to help make our air safer & cleaner for children #CleanAir4Kids

@AmerAcadPeds: A6: Limiting carbon emissions = #CleanAir4Kids. AAP commends @EPA action to address air pollution & climate change <http://ow.ly/BEBDo>

@AmerAcadPeds: A6: Parents, limit the amount of time your child spends outdoors during periods of poor air quality <http://ow.ly/BEB0I> #CleanAir4Kids

@AmerAcadPeds: A6: Check @AIRNow to find air quality information for your community <http://airnow.gov/> #CleanAir4Kids

**2:52pm ET**

@AmerAcadPeds: Q7: How can community members & health care professionals take action to improve air quality? #CleanAir4Kids

@AmerAcadPeds: A7: We must ensure that our children can breathe clean air to protect &

promote lifelong health #CleanAir4Kids

@AmerAcadPeds: A7: Submit comments on @EPA's plan to reduce carbon emissions by Dec. 1.  
Visit: <http://ow.ly/BECgG> #CleanAir4Kids

@AmerAcadPeds: A7: Pediatricians can educate parents, local & national representatives  
about the harmful health effects of air pollution #CleanAir4Kids

@AmerAcadPeds: A7: Pediatricians also can play a key role in advocating for prevention  
policies at the federal, state & local levels #CleanAir4Kids

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@AmerAcadPeds: Pediatrician Dr. Ahdoot in @thehill: Through @EPA rule, children will breathe  
cleaner air <http://ow.ly/BEjaO> #CleanAir4Kids

@AmerAcadPeds: A7: #Tweetiatricians, help mitigate the effects of climate change & poor air  
quality. 5 things you can do <http://ow.ly/BEI6M> #CleanAir4Kids

**2:57pm ET [closing remarks and wrap-up]**

@AmerAcadPeds: We have about 3 more minutes left in our discussion. Please feel free to give  
some final thoughts #CleanAir4Kids

@AmerAcadPeds: A special thanks to @EPA Administrator @GinaEPA for joining us today!  
#CleanAir4Kids

@AmerAcadPeds: Thank you to @ [handles of groups] for also joining in #CleanAir4Kids

**To:** Allen, Laura[Allen.Laura@epa.gov]; Aguirre, Amanda[Aguirre.Amanda@epa.gov]  
**Cc:** Bond, Brian[Bond.Brian@epa.gov]  
**From:** Enobakhare, Rosemary  
**Sent:** Thur 6/5/2014 11:47:57 PM  
**Subject:** Re: Tweet - Today

Can you send me the link? Trying to get folks to retweet and share the fb post but I don't see the post with the photos on facebook or twitter.

---

**From:** Allen, Laura  
**Sent:** Thursday, June 5, 2014 6:01:13 PM  
**To:** Enobakhare, Rosemary; Aguirre, Amanda  
**Cc:** Bond, Brian  
**Subject:** RE: Tweet - Today

Thanks, can you send me the other photos?

Both photos from Eric have been posted to fb/twitter.

**From:** Enobakhare, Rosemary  
**Sent:** Thursday, June 05, 2014 1:33 PM  
**To:** Allen, Laura; Aguirre, Amanda  
**Cc:** Bond, Brian  
**Subject:** Re: Tweet - Today

@HUMinCof- conference handle  
@BishopJakes- Bishop TD Jakes  
@\_HamptonU- the president doesn't have a twitter handle but you can use the Universities handle

---

**From:** Allen, Laura  
**Sent:** Thursday, June 5, 2014 1:21:28 PM  
**To:** Enobakhare, Rosemary; Aguirre, Amanda  
**Cc:** Bond, Brian  
**Subject:** RE: Tweet - Today

Ok, thanks. Do we have twitter handles for them?

202-564-1175

**From:** Enobakhare, Rosemary  
**Sent:** Thursday, June 05, 2014 1:21 PM  
**To:** Allen, Laura; Aguirre, Amanda  
**Cc:** Bond, Brian  
**Subject:** Re: Tweet - Today

The man to the left of the Administrator is President Harvey from Hampton University and to the right of her is Bishop TD Jakes.

What's be best number to call you on?

---

**From:** Allen, Laura  
**Sent:** Thursday, June 5, 2014 1:07:56 PM  
**To:** Enobakhare, Rosemary; Aguirre, Amanda  
**Cc:** Bond, Brian  
**Subject:** FW: Tweet - Today

Rosemary or Amanda, can we chat in the next 30 mins? I need help with the names for the folks in photo 058.

Rosemary, Can you also send the photos from the compilation photo with the names of those pictured? 046 was one of the photos but please send the others.

Tweeting this now...

It was privilege to be at the 100<sup>th</sup> Anniversary of the Hampton Ministers Conference, looking forward to working with these faith leaders to #ActOnClimate [photo 046]

Need more info on this one...

Enjoyed talking w/ Faith Leaders @name & @name on how they can #ActOnClimate at 100<sup>th</sup> Anniversary of the Hampton Ministers Conference [058]

**From:** Vance, Eric  
**Sent:** Thursday, June 05, 2014 10:44 AM  
**To:** Enobakhare, Rosemary; Aguirre, Amanda; Hart, Daniel; Allen, Laura; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Johnson, Alisha; Levy, Jeffrey  
**Subject:** Re: Tweet - Today

Three pics attached. No WiFi right now. Full set will go up later.

Eric Vance  
Chief Photographer, USEPA  
Office of the Administrator  
1200 Pennsylvania Ave, NW  
Washington, DC 20640  
WJCN, 6330K

202.564.2655 office

**Ex. 6 - Personal Privacy**

\*\*\*

Link to Office of Multimedia photo galleries, accessible from within EPA's network.

<http://intranet.epa.gov/media/>

\*\*\*

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**From:** Enobakhare, Rosemary  
**Sent:** Thursday, June 5, 2014 10:34:44 AM  
**To:** Aguirre, Amanda; Hart, Daniel; Allen, Laura; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Johnson, Alisha; Levy, Jeffrey; Vance, Eric  
**Subject:** Re: Tweet - Today

What time are you all thinking this will go up?

---

**From:** Enobakhare, Rosemary  
**Sent:** Thursday, June 5, 2014 10:01:15 AM  
**To:** Aguirre, Amanda; Hart, Daniel; Allen, Laura; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Johnson, Alisha; Levy, Jeffrey; Vance, Eric  
**Subject:** Re: Tweet - Today

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**Ex. 5 - Deliberative**

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**From:** Aguirre, Amanda  
**Sent:** Thursday, June 5, 2014 9:45:21 AM  
**To:** Hart, Daniel; Allen, Laura; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey; Vance, Eric  
**Subject:** RE: Tweet - Today

**Ex. 5 - Deliberative**

Amanda

**From:** Aguirre, Amanda  
**Sent:** Wednesday, June 04, 2014 5:34 PM  
**To:** Hart, Daniel; Allen, Laura; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey  
**Subject:** RE: Tweet - Today

Hello again- In addition to the tweet for the HR Chamber event, she is speaking at the 100<sup>th</sup> Anniversary of the Hampton Ministers Conference from 6:50-7:10 roughly. Not sure if it is best to do this tonight or tomorrow. We are going to try send some photos as soon as we can, but if we could stay flexible that would be great. Some rough drafts below. Thanks!

# Ex. 5 - Deliberative

**From:** Aguirre, Amanda

**Sent:** Wednesday, June 04, 2014 5:28 PM

**To:** Hart, Daniel; Allen, Laura; Orquina, Jessica

**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey

**Subject:** RE: Tweet - Today

## Ex. 5 - Deliberative

**From:** Hart, Daniel

**Sent:** Wednesday, June 04, 2014 5:08 PM

**To:** Aguirre, Amanda; Allen, Laura; Orquina, Jessica

**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey

**Subject:** RE: Tweet - Today

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**From:** Hart, Daniel

**Sent:** Wednesday, June 04, 2014 5:07 PM

**To:** Aguirre, Amanda; Allen, Laura; Orquina, Jessica

**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey

**Subject:** RE: Tweet - Today

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From: Hart, Daniel

Sent: Wednesday, June 04, 2014 5:05 PM

To: Aguirre, Amanda; Allen, Laura; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey

Subject: RE: Tweet - Today

## Ex. 5 - Deliberative

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From: Hart, Daniel

Sent: Wednesday, June 04, 2014 5:01 PM

To: Aguirre, Amanda; Allen, Laura; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey

Subject: RE: Tweet - Today

Laura,

## Ex. 5 - Deliberative

## Ex. 5 - Deliberative

-----Original Message-----

From: Vance, Eric

Sent: Wednesday, June 04, 2014 4:44 PM

To: Aguirre, Amanda; Allen, Laura; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel; Levy, Jeffrey

Subject: Re: Tweet - Today

Here's the link...

[Http://feetwetphotos.smugmug.com/EPA-Events/Virginia](http://feetwetphotos.smugmug.com/EPA-Events/Virginia)

## Other Exemption

To download, rest cursor on large preview image. A box slides in. Click bottom icon "Save Photo".

Downloads are free and images are public domain.

They are going up now.

Eric Vance

Chief Photographer, USEPA

Office of the Administrator

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202.564.2655 office

**Ex. 6 - Personal Privacy**

\*\*\*

Link to Office of Multimedia photo galleries, accessible from within EPA's network.

<http://intranet.epa.gov/media/>

\*\*\*

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From: Aguirre, Amanda

Sent: Wednesday, June 4, 2014 3:14:38 PM

To: Allen, Laura; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

Subject: Re: Tweet - Today

Okay. Thanks!

---

From: Allen, Laura

Sent: Wednesday, June 4, 2014 3:03:53 PM

To: Aguirre, Amanda; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

Subject: RE: Tweet - Today

## **Ex. 5 - Deliberative**

-----Original Message-----

From: Aguirre, Amanda

Sent: Wednesday, June 04, 2014 3:03 PM

To: Allen, Laura; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

Subject: Re: Tweet - Today

## **Ex. 5 - Deliberative**

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From: Allen, Laura

Sent: Wednesday, June 4, 2014 3:02:05 PM

To: Aguirre, Amanda; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

Subject: RE: Tweet - Today

## **Ex. 5 - Deliberative**

-----Original Message-----

From: Aguirre, Amanda

Sent: Wednesday, June 04, 2014 2:50 PM

To: Orquina, Jessica; Allen, Laura

Cc: Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

Subject: Re: Tweet - Today

# **Ex. 5 - Deliberative**

Rosemary will follow up with the photos.

---

From: Orquina, Jessica

Sent: Wednesday, June 4, 2014 1:49:41 PM

To: Allen, Laura

Cc: Aguirre, Amanda; Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

Subject: Re: Tweet - Today

+ Danny, if needed. I'm out today.

Jess

Jessica Ann Orquina

Social Media Lead

Office of Web Communications

U.S. Environmental Protection Agency

Email: [orquina.jessica@epa.gov](mailto:orquina.jessica@epa.gov)

Office: 202-564-0446

**Ex. 6 - Personal Privacy**

> On Jun 4, 2014, at 1:46 PM, "Allen, Laura" <[Allen.Laura@epa.gov](mailto:Allen.Laura@epa.gov)> wrote:



>

> Yes, please send me draft tweets and photos

>

> -----Original Message-----

> From: Aguirre, Amanda

> Sent: Wednesday, June 04, 2014 1:45 PM

> To: Orquina, Jessica; Younes, Lina; Allen, Laura; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha

> Subject: Tweet - Today

>

> Laura and Jessica- The Administrator is participating in roundtable right now from 1:30-2:30 at the Hampton Roads chamber of commerce in conjunction with the The White House Business Council and Business Forward. Can the administrator tweet about it this afternoon? Eric is also here grabbing some photos. Thanks!

>

> Amanda

**To:** Allen, Laura[Allen.Laura@epa.gov]; Aguirre, Amanda[Aguirre.Amanda@epa.gov]  
**Cc:** Bond, Brian[Bond.Brian@epa.gov]  
**From:** Enobakhare, Rosemary  
**Sent:** Thur 6/5/2014 5:32:32 PM  
**Subject:** Re: Tweet - Today

@HUMinCof- conference handle  
@BishopJakes- Bishop TD Jakes  
@\_HamptonU- the president doesn't have a twitter handle but you can use the Universities handle

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**From:** Allen, Laura  
**Sent:** Thursday, June 5, 2014 1:21:28 PM  
**To:** Enobakhare, Rosemary; Aguirre, Amanda  
**Cc:** Bond, Brian  
**Subject:** RE: Tweet - Today

Ok, thanks. Do we have twitter handles for them?

**Ex. 6 - Personal Privacy**

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**Sent:** Thursday, June 05, 2014 1:21 PM  
**To:** Allen, Laura; Aguirre, Amanda  
**Cc:** Bond, Brian  
**Subject:** Re: Tweet - Today

The man to the left of the Administrator is President Harvey from Hampton University and to the right of her is Bishop TD Jakes.

What's be best number to call you on?

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Enjoyed talking w/ Faith Leaders @name & @name on how they can #ActOnClimate at 100<sup>th</sup> Anniversary of the Hampton Ministers Conference [058]

**From:** Vance, Eric

**Sent:** Thursday, June 05, 2014 10:44 AM

**To:** Enobakhare, Rosemary; Aguirre, Amanda; Hart, Daniel; Allen, Laura; Orquina, Jessica

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**Subject:** Re: Tweet - Today

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**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Johnson, Alisha; Levy, Jeffrey; Vance, Eric

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**Ex. 5 - Deliberative**

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**Sent:** Thursday, June 5, 2014 10:01:15 AM

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**Subject:** RE: Tweet - Today

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**Ex. 5 - Deliberative**

Amanda

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**To:** Hart, Daniel; Allen, Laura; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey  
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**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey  
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**Sent:** Wednesday, June 04, 2014 5:08 PM

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Cc: Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey

Subject: RE: Tweet - Today

Laura,

## **Ex. 5 - Deliberative**



## Ex. 5 - Deliberative

-----Original Message-----

From: Vance, Eric

Sent: Wednesday, June 04, 2014 4:44 PM

To: Aguirre, Amanda; Allen, Laura; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel; Levy, Jeffrey

Subject: Re: Tweet - Today

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They are going up now.

Eric Vance

Chief Photographer, USEPA

Office of the Administrator

1200 Pennsylvania Ave, NW

Washington, DC 20640

WJCN, 6330K

202.564.2655 office

**Ex. 6 - Personal Privacy**

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\*\*\*

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To: Allen, Laura; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

Subject: Re: Tweet - Today

Okay. Thanks!

---

From: Allen, Laura

Sent: Wednesday, June 4, 2014 3:03:53 PM

To: Aguirre, Amanda; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

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To: Allen, Laura; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

Subject: Re: Tweet - Today

## **Ex. 5 - Deliberative**

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From: Allen, Laura

Sent: Wednesday, June 4, 2014 3:02:05 PM

To: Aguirre, Amanda; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

Subject: RE: Tweet - Today

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-----Original Message-----

From: Aguirre, Amanda

Sent: Wednesday, June 04, 2014 2:50 PM

To: Orquina, Jessica; Allen, Laura

Cc: Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

Subject: Re: Tweet - Today

# **Ex. 5 - Deliberative**

Rosemary will follow up with the photos.

---

From: Orquina, Jessica

Sent: Wednesday, June 4, 2014 1:49:41 PM

To: Allen, Laura

Cc: Aguirre, Amanda; Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

Subject: Re: Tweet - Today

+ Danny, if needed. I'm out today.

Jess

Jessica Ann Orquina

Social Media Lead

Office of Web Communications

U.S. Environmental Protection Agency

Email: [orquina.jessica@epa.gov](mailto:orquina.jessica@epa.gov)

Office: 202-564-0446

**Ex. 6 - Personal Privacy**

> On Jun 4, 2014, at 1:46 PM, "Allen, Laura" <[Allen.Laura@epa.gov](mailto:Allen.Laura@epa.gov)> wrote:

>

> Yes, please send me draft tweets and photos

>

> -----Original Message-----

> From: Aguirre, Amanda

> Sent: Wednesday, June 04, 2014 1:45 PM

> To: Orquina, Jessica; Younes, Lina; Allen, Laura; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha

> Subject: Tweet - Today

>

> Laura and Jessica- The Administrator is participating in roundtable right now from 1:30-2:30 at the Hampton Roads chamber of commerce in conjunction with the The White House Business Council and Business Forward. Can the administrator tweet about it this afternoon? Eric is also here grabbing some photos. Thanks!

>

> Amanda

**To:** Allen, Laura[Allen.Laura@epa.gov]; Aguirre, Amanda[Aguirre.Amanda@epa.gov]  
**Cc:** Bond, Brian[Bond.Brian@epa.gov]  
**From:** Enobakhare, Rosemary  
**Sent:** Thur 6/5/2014 5:20:34 PM  
**Subject:** Re: Tweet - Today

The man to the left of the Administrator is President Harvey from Hampton University and to the right of her is Bishop TD Jakes.

What's be best number to call you on?

---

**From:** Allen, Laura  
**Sent:** Thursday, June 5, 2014 1:07:56 PM  
**To:** Enobakhare, Rosemary; Aguirre, Amanda  
**Cc:** Bond, Brian  
**Subject:** FW: Tweet - Today

Rosemary or Amanda, can we chat in the next 30 mins? I need help with the names for the folks in photo 058.

Rosemary, Can you also send the photos from the compilation photo with the names of those pictured? 046 was one of the photos but please send the others.

Tweeting this now...

It was privilege to be at the 100<sup>th</sup> Anniversary of the Hampton Ministers Conference, looking forward to working with these faith leaders to #ActOnClimate [photo 046]

Need more info on this one...

Enjoyed talking w/ Faith Leaders @name & @name on how they can #ActOnClimate at 100<sup>th</sup> Anniversary of the Hampton Ministers Conference [058]

**From:** Vance, Eric  
**Sent:** Thursday, June 05, 2014 10:44 AM  
**To:** Enobakhare, Rosemary; Aguirre, Amanda; Hart, Daniel; Allen, Laura; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Johnson, Alisha; Levy, Jeffrey  
**Subject:** Re: Tweet - Today

Three pics attached. No WiFi right now. Full set will go up later.

Eric Vance  
Chief Photographer, USEPA  
Office of the Administrator  
1200 Pennsylvania Ave, NW  
Washington, DC 20640  
WJCN, 6330K

202.564.2655 office

**Ex. 6 - Personal Privacy**

\*\*\*

Link to Office of Multimedia photo galleries, accessible from within EPA's network.  
<http://intranet.epa.gov/media/>

\*\*\*

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**From:** Enobakhare, Rosemary  
**Sent:** Thursday, June 5, 2014 10:34:44 AM  
**To:** Aguirre, Amanda; Hart, Daniel; Allen, Laura; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Johnson, Alisha; Levy, Jeffrey; Vance, Eric  
**Subject:** Re: Tweet - Today

## **Ex. 5 - Deliberative**

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**From:** Enobakhare, Rosemary  
**Sent:** Thursday, June 5, 2014 10:01:15 AM  
**To:** Aguirre, Amanda; Hart, Daniel; Allen, Laura; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Johnson, Alisha; Levy, Jeffrey; Vance, Eric  
**Subject:** Re: Tweet - Today



I've attached a photo that you all can use.

---

**From:** Aguirre, Amanda  
**Sent:** Thursday, June 5, 2014 9:45:21 AM  
**To:** Hart, Daniel; Allen, Laura; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey; Vance, Eric  
**Subject:** RE: Tweet - Today

+ Eric. Can you shoot around the photos from yesterday when they are ready so we can get a tweet out. Thanks!

Amanda

**From:** Aguirre, Amanda  
**Sent:** Wednesday, June 04, 2014 5:34 PM  
**To:** Hart, Daniel; Allen, Laura; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey  
**Subject:** RE: Tweet - Today

Hello again- In addition to the tweet for the HR Chamber event, she is speaking at the 100<sup>th</sup> Anniversary of the Hampton Ministers Conference from 6:50-7:10 roughly. Not sure if it is best to do this tonight or tomorrow. We are going to try send some photos as soon as we can, but if we could stay flexible that would be great. Some rough drafts below. Thanks!

## Ex. 5 - Deliberative

## Ex. 5 - Deliberative

**From:** Aguirre, Amanda  
**Sent:** Wednesday, June 04, 2014 5:28 PM  
**To:** Hart, Daniel; Allen, Laura; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey  
**Subject:** RE: Tweet - Today

## Ex. 5 - Deliberative

**From:** Hart, Daniel  
**Sent:** Wednesday, June 04, 2014 5:08 PM  
**To:** Aguirre, Amanda; Allen, Laura; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey  
**Subject:** RE: Tweet - Today

## Ex. 5 - Deliberative

**From:** Hart, Daniel  
**Sent:** Wednesday, June 04, 2014 5:07 PM  
**To:** Aguirre, Amanda; Allen, Laura; Orquina, Jessica  
**Cc:** Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey  
**Subject:** RE: Tweet - Today

## Ex. 5 - Deliberative



# **Ex. 5 - Deliberative**

-----Original Message-----

From: Hart, Daniel

Sent: Wednesday, June 04, 2014 5:05 PM

To: Aguirre, Amanda; Allen, Laura; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey

Subject: RE: Tweet - Today

## Ex. 5 - Deliberative

-----Original Message-----

From: Hart, Daniel

Sent: Wednesday, June 04, 2014 5:01 PM

To: Aguirre, Amanda; Allen, Laura; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Levy, Jeffrey

Subject: RE: Tweet - Today

Laura,

## Ex. 5 - Deliberative

## Ex. 5 - Deliberative

-----Original Message-----

From: Vance, Eric

Sent: Wednesday, June 04, 2014 4:44 PM

To: Aguirre, Amanda; Allen, Laura; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel; Levy, Jeffrey

Subject: Re: Tweet - Today

Here's the link...

[Http://feetwetphotos.smugmug.com/EPA-Events/Virginia](http://feetwetphotos.smugmug.com/EPA-Events/Virginia)

## Other Exemption

To download, rest cursor on large preview image. A box slides in. Click bottom icon "Save Photo".

Downloads are free and images are public domain.

They are going up now.

Eric Vance

Chief Photographer, USEPA

Office of the Administrator

1200 Pennsylvania Ave, NW

Washington, DC 20640

WJCN, 6330K

202.564.2655 office

**Ex. 6 - Personal Privacy**

\*\*\*

Link to Office of Multimedia photo galleries, accessible from within EPA's network.

<http://intranet.epa.gov/media/>

\*\*\*

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From: Aguirre, Amanda

Sent: Wednesday, June 4, 2014 3:14:38 PM

To: Allen, Laura; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

Subject: Re: Tweet - Today

Okay. Thanks!

---

From: Allen, Laura

Sent: Wednesday, June 4, 2014 3:03:53 PM

To: Aguirre, Amanda; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

Subject: RE: Tweet - Today

## **Ex. 5 - Deliberative**

-----Original Message-----

From: Aguirre, Amanda

Sent: Wednesday, June 04, 2014 3:03 PM

To: Allen, Laura; Orquina, Jessica

Cc: Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

Subject: Re: Tweet - Today

## **Ex. 5 - Deliberative**

---

From: Allen, Laura

Sent: Wednesday, June 4, 2014 3:02:05 PM

To: Aguirre, Amanda; Orquina, Jessica



Cc: Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

Subject: RE: Tweet - Today

**Ex. 5 - Deliberative**

-----Original Message-----

From: Aguirre, Amanda

Sent: Wednesday, June 04, 2014 2:50 PM

To: Orquina, Jessica; Allen, Laura

Cc: Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

Subject: Re: Tweet - Today

**Ex. 5 - Deliberative**

Rosemary will follow up with the photos.

---

From: Orquina, Jessica

Sent: Wednesday, June 4, 2014 1:49:41 PM

To: Allen, Laura

Cc: Aguirre, Amanda; Younes, Lina; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha; Hart, Daniel

Subject: Re: Tweet - Today

+ Danny, if needed. I'm out today.

Jess

Jessica Ann Orquina

Social Media Lead

Office of Web Communications

U.S. Environmental Protection Agency

Email: [orquina.jessica@epa.gov](mailto:orquina.jessica@epa.gov)

Office: 202-564-0446

**Ex. 6 - Personal Privacy**

> On Jun 4, 2014, at 1:46 PM, "Allen, Laura" <[Allen.Laura@epa.gov](mailto:Allen.Laura@epa.gov)> wrote:

>

> Yes, please send me draft tweets and photos

>

> -----Original Message-----

> From: Aguirre, Amanda

> Sent: Wednesday, June 04, 2014 1:45 PM

> To: Orquina, Jessica; Younes, Lina; Allen, Laura; Purchia, Liz; Vance, Eric; Lee, Monica; Enobakhare, Rosemary; Johnson, Alisha

> Subject: Tweet - Today

>

> Laura and Jessica- The Administrator is participating in roundtable right now from 1:30-2:30 at the Hampton Roads chamber of commerce in conjunction with the The White House Business Council and Business Forward. Can the administrator tweet about it this afternoon? Eric is also here grabbing some photos. Thanks!

>

> Amanda

**To:** Smith, Roxanne[Smith.Roxanne@epa.gov]; Lee, Monica[Lee.Monica@epa.gov]; Allen, Laura[Allen.Laura@epa.gov]  
**Cc:** Levy, Jeffrey[Levy.Jeffrey@epa.gov]; Hart, Daniel[Hart.Daniel@epa.gov]  
**From:** Wade, James  
**Sent:** Thur 7/17/2014 1:59:43 PM  
**Subject:** FOR REVIEW: EJ FaceTweets - Clean Power, Cleaner Communities  
7.15.14 Clean Power, Cleaner Communities NC.DOCX

Good morning,

Please review the post below as well as the attached blog. The blog is scheduled to go live today and was originally attached as a reference for the face tweets but Jeffrey had some concerns upon reading the blog. I have quoted his concerns below. Thanks

## Ex. 5 - Deliberative

Thanks

---

James J Wade IV

US Environmental Protection Agency

Office of External Affairs and Environmental Education

Web Communication

(202)564-0427

**To:** Levy, Jeffrey[Levy.Jeffrey@epa.gov]  
**Cc:** Hart, Daniel[Hart.Daniel@epa.gov]  
**From:** Wade, James  
**Sent:** Wed 7/16/2014 5:48:54 PM  
**Subject:** JEFFEY READ : EJ FaceTweets - Clean Power, Cleaner Communities  
7.15.14 Clean Power, Cleaner Communities NC.DOCX

Jeffrey,

Here are posts for this Thursday's blog (draft attached). Thanks

# Ex. 5 - Deliberative

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James J Wade IV

US Environmental Protection Agency

Office of External Affairs and Environmental Education

Web Communication

(202)564-0427

DATE & TIME	POST MESSAGE	PLATFOR
6/30/2014 14:00	Because of our Clean Power Plan, we'll see over \$90 billion in climate and health benefits. #ActOnClimate	M TWITTER
6/30/2014 14:00	Because of our Clean Power Plan, we'll see over \$90 billion in climate and health benefits. #ActOnClimate	GOOGLE+
6/30/2014 14:00	Because of our Clean Power Plan, we'll see over \$90 billion in climate and health benefits. #ActOnClimate	FACEBOOK
6/30/2014 18:30	For every \$1 we invest in our Clean Power Plan, families will see \$7 in health benefits. #ActOnClimate	TWITTER
6/30/2014 18:30	For every \$1 we invest in our Clean Power Plan, families will see \$7 in health benefits. #ActOnClimate	GOOGLE+
6/30/2014 18:30	For every \$1 we invest in our Clean Power Plan, families will see \$7 in health benefits. #ActOnClimate	FACEBOOK
7/1/2014 10:30	In the first year under our Clean Power Plan, we'll avoid up to 100,000 asthma attacks and 2,100 heart attacks. #ActOnClimate	TWITTER
7/1/2014 10:30	In the first year under our Clean Power Plan, we'll avoid up to 100,000 asthma attacks and 2,100 heart attacks. #ActOnClimate	GOOGLE+
7/1/2014 10:30	In the first year under our Clean Power Plan, we'll avoid up to 100,000 asthma attacks and 2,100 heart attacks. #ActOnClimate	FACEBOOK
7/2/2014 10:00	With our Clean Power Plan, we expect 30 percent of our electricity will still come from coal by 2030. #ActOnClimate	TWITTER
7/2/2014 10:00	With our Clean Power Plan, we expect 30 percent of our electricity will still come from coal by 2030. #ActOnClimate	GOOGLE+
7/2/2014 10:00	With our Clean Power Plan, we expect 30 percent of our electricity will still come from coal by 2030. #ActOnClimate	FACEBOOK



DATE AND TIME	SOCIAL MEDIA POST	LINK (FB/G+)	
6/26/2014 9:30	In the first year under our Clean Power Plan, we'll avoid up to 100,000 asthma attacks and 2,100 heart attacks. #ActOnClimate		TW/TT ER
6/26/2014 9:30	In the first year under our Clean Power Plan, we'll avoid up to 100,000 asthma attacks and 2,100 heart attacks. #ActOnClimate		GOOG LE+
6/26/2014 9:30	In the first year under our Clean Power Plan, we'll avoid up to 100,000 asthma attacks and 2,100 heart attacks. #ActOnClimate		FACB OOK
6/26/2014 10:15	We've taken important steps in the last year to #ActOnClimate including reducing harmful carbon pollution. <a href="http://go.usa.gov/9mcj">http://go.usa.gov/9mcj</a>		TW/TT ER
6/26/2014 10:15	We've taken important steps in the last year to #ActOnClimate including reducing harmful carbon pollution.	<a href="http://go.usa.gov/9mcj">http://go.usa.gov/9mcj</a>	GOOG LE+
6/26/2014 10:15	We've taken important steps in the last year to #ActOnClimate including reducing harmful carbon pollution.	<a href="http://go.usa.gov/9mcj">http://go.usa.gov/9mcj</a>	FACB OOK
6/26/2014 12:45	Since the president released his Climate Action Plan last year, we've taken critical steps to #ActOnClimate.		TW/TT ER
6/26/2014 12:45	Since the president released his Climate Action Plan last year, we've taken critical steps to #ActOnClimate.	<a href="http://go.usa.gov/9mcj">http://go.usa.gov/9mcj</a>	GOOG LE+
6/26/2014 12:45	Since the president released his Climate Action Plan last year, we've taken critical steps to #ActOnClimate.	<a href="http://go.usa.gov/9mcj">http://go.usa.gov/9mcj</a>	FACB OOK
<b>Not Responsive</b>			
6/26/2014 15:00	Our proposed Clean Power Plan will help cut harmful pollution from power plans. #ActOnClimate		TW/TT ER
6/26/2014 15:00	Our proposed Clean Power Plan will help cut harmful pollution from power plans. #ActOnClimate		GOOG LE+
6/26/2014 15:00	Our proposed Clean Power Plan will help cut harmful pollution from power plans. #ActOnClimate		FACB OOK
6/26/2014 17:30	Our Clean Power Plan gets us all the power we need and less of what we don't need: pollution. #ActOnClimate <a href="http://go.usa.gov/9mcj">http://go.usa.gov/9mcj</a>		TW/TT ER
6/26/2014 17:30	Our Clean Power Plan gets us all the power we need and less of what we don't need: pollution.	<a href="http://go.usa.gov/9mcj">http://go.usa.gov/9mcj</a>	FACB OOK

4 17:30	#ActOnClimate		mcj	OOK
6/26/201 4 20:00	What is our proposed Clean Power Plan? Watch this white board video to get the facts. <a href="http://youtu.be/AcNTGX_d8my">http://youtu.be/AcNTGX_d8my</a> #ActOnClimate			TW/TT ER
6/26/201 4 20:00	What is our proposed Clean Power Plan? Watch this white board video to get the facts. #ActOnClimate	<a href="http://youtu.be/AcNTGX_d8my">http://youtu.be/AcNTGX_d8my</a>		GOOG LE+
6/26/201 4 20:00	What is our proposed Clean Power Plan? Watch this white board video to get the facts. #ActOnClimate	<a href="http://youtu.be/AcNTGX_d8my">http://youtu.be/AcNTGX_d8my</a>		FACB OOK
6/27/201 4 9:30	Just the facts: Here's the details on our proposed Clean Power Plan. <a href="http://go.usa.gov/8dNd">http://go.usa.gov/8dNd</a> #ActOnClimate			TW/TT ER
6/27/201 4 9:30	Just the facts: Here's the details on our proposed Clean Power Plan. #ActOnClimate	<a href="http://go.usa.gov/8dNd">http://go.usa.gov/8dNd</a>		GOOG LE+
6/27/201 4 9:30	Just the facts: Here's the details on our proposed Clean Power Plan. #ActOnClimate	<a href="http://go.usa.gov/8dNd">http://go.usa.gov/8dNd</a>		FACB OOK
6/27/201 4 13:00	Learn about our new Clean Power Plan and other ways we protect your health by subscribing to our YouTube channel.			FACB OOK
6/27/201 4 14:00	Our Clean Power Plan reduces pollution from 2020 to 2030 equal to 2 times the pollution from the entire power sector in 2012. #ActOnClimate			TW/TT ER
6/27/201 4 14:00	Our Clean Power Plan reduces pollution between 2020 & 2030 equal to 2 times the pollution from the entire power sector in 2012. #ActOnClimate			GOOG LE+
6/27/201 4 14:00	Our Clean Power Plan reduces pollution between 2020 & 2030 equal to 2 times the pollution from the entire power sector in 2012. #ActOnClimate			FACB OOK
6/27/201 4 20:00	Our climate is changing. Here's 4 reasons our proposed Clean Power Plan will help us #ActOnClimate. <a href="http://go.usa.gov/8dd3">http://go.usa.gov/8dd3</a>			TW/TT ER

**To:** Orquina, Jessica[Orquina.Jessica@epa.gov]  
**Cc:** Hart, Daniel[Hart.Daniel@epa.gov]; Owens, Denise[Owens.Denise@epa.gov]; Allen, Laura[Allen.Laura@epa.gov]  
**From:** Lee, Monica  
**Sent:** Mon 6/23/2014 6:59:46 PM  
**Subject:** FW: draft blog post  
SCOTUS BLOG POST 6.23.docx

# Not Responsive

**Not Responsive**

**Not Responsive**

**Subject:** RE: draft blog post

# Ex. 5 - Deliberative

Thanks.

Marna McDermott

Associate Deputy General Counsel

U.S. Environmental Protection Agency

(202) 564-2890

**From:** Schmidt, Lorie

**Sent:** Monday, June 23, 2014 2:28 PM

**To:** Purchia, Liz; Drinkard, Andrea; Millett, John

**Cc:** McCabe, Janet; Goffman, Joseph; Garbow, Avi; McDermott, Marna

**Subject:** FW: draft blog post

# Ex. 5 - Deliberative

Lorie Schmidt

Associate General Counsel, Air and Radiation

# Not Responsive

DATE / TIME	SOCIAL MEDIA POST TEXT	LINK	PLATF ORM
6/18/201 4 14:00	Here's the facts on our proposed Clean Power Plan. <a href="http://go.usa.gov/8dNd">#ActOnClimate</a>		TWITT ER
6/18/201 4 14:00	Here's the facts on our proposed Clean Power Plan. <a href="http://go.usa.gov/8dNd">#ActOnClimate</a>	<a href="http://go.usa.gov/8dNd">http://go.usa.gov/8dNd</a>	GOOGL E+
6/18/201 4 14:00	Here's the facts on our proposed Clean Power Plan. <a href="http://go.usa.gov/8dNd">#ActOnClimate</a>	<a href="http://go.usa.gov/8dNd">http://go.usa.gov/8dNd</a>	FACED OOK
6/19/201 4 14:30	Our proposed Clean Power Plan will help cut harmful pollution from power plans. <a href="http://youtu.be/GCSQqzf6TA">#ActOnClimate</a>		TWITT ER
6/19/201 4 14:30	Our proposed Clean Power Plan will help cut harmful pollution from power plans. <a href="http://youtu.be/GCSQqzf6TA">#ActOnClimate</a>	<a href="http://youtu.be/GCSQqzf6TA">http://youtu.be/GCSQqzf6TA</a>	GOOGL E+
6/19/201 4 14:30	Our proposed Clean Power Plan will help cut harmful pollution from power plans. <a href="http://youtu.be/GCSQqzf6TA">#ActOnClimate</a>	<a href="http://youtu.be/GCSQqzf6TA">http://youtu.be/GCSQqzf6TA</a>	FACED OOK
6/19/201 4 18:30	Here's a white board video that explains how our proposed Clean Power Plan will help us <a href="http://youtu.be/ACnTGX_d8mY">#ActOnClimate</a> .	<a href="http://youtu.be/ACnTGX_d8mY">http://youtu.be/ACnTGX_d8mY</a>	TWITT ER
6/19/201 4 18:30	Here's a white board video that explains how our proposed Clean Power Plan will help us <a href="http://youtu.be/ACnTGX_d8mY">#ActOnClimate</a> .	<a href="http://youtu.be/ACnTGX_d8mY">http://youtu.be/ACnTGX_d8mY</a>	GOOGL E+
6/19/201 4 18:30	Here's a white board video that explains how our proposed Clean Power Plan will help us <a href="http://youtu.be/ACnTGX_d8mY">#ActOnClimate</a> .	<a href="http://youtu.be/ACnTGX_d8mY">http://youtu.be/ACnTGX_d8mY</a>	FACED OOK
6/20/201 4 9:00	Want the details on our proposed Clean Power Plan? Here's the facts. <a href="http://go.usa.gov/8dNd">#ActOnClimate</a>		TWITT ER
6/20/201 4 9:00	Want the details on our proposed Clean Power Plan? Here's the facts. <a href="http://go.usa.gov/8dNd">#ActOnClimate</a>	<a href="http://go.usa.gov/8dNd">http://go.usa.gov/8dNd</a>	GOOGL E+
6/20/201 4 9:00	Want the details on our proposed Clean Power Plan? Here's the facts. <a href="http://go.usa.gov/8dNd">#ActOnClimate</a>	<a href="http://go.usa.gov/8dNd">http://go.usa.gov/8dNd</a>	FACED OOK
6/20/201 4 12:30	Under our Clean Power Plan, coal and natural gas will remain an important part of our national energy mix. <a href="http://go.usa.gov/8dNd">#ActOnClimate</a>		TWITT ER
6/20/201 4 12:30	Under our Clean Power Plan, coal and natural gas will remain an important part of our national energy mix. <a href="http://go.usa.gov/8dNd">#ActOnClimate</a>	NO LINK	GOOGL E+
6/20/201 4 12:30	Under our Clean Power Plan, coal and natural gas will remain an important part of our national energy mix. <a href="http://go.usa.gov/8dNd">#ActOnClimate</a>	NO LINK	FACED OOK
6/20/201 4 16:30	Our climate is changing. Here's 4 reasons our proposed Clean Power Plan will help us <a href="http://go.usa.gov/8dNd">#ActOnClimate</a> .		TWITT ER



6/20/2014 16:30	Our climate is changing. Here's 4 reasons our proposed Clean Power Plan will help us #ActOnClimate.	http://go.usa.gov/8d d3	GOOGL E+
6/20/2014 16:30	Our climate is changing. Here's 4 reasons our proposed Clean Power Plan will help us #ActOnClimate.	http://go.usa.gov/8d d3	FACEB OOK

DATE & TIME	POST TEXT	LINK (FB & G+)	PLATFO RM
6/13/2014 9:00	Our proposed Clean Power Plan: just the facts. <a href="http://go.usa.gov/8dNd">http://go.usa.gov/8dNd</a> #ActOnClimate		TWITTE R
6/13/2014 9:00	Our proposed Clean Power Plan: just the facts. <a href="http://go.usa.gov/8dNd">http://go.usa.gov/8dNd</a> #ActOnClimate	<a href="http://go.usa.gov/8dNd">http://go.usa.gov/8dNd</a>	GOOGL E+
6/13/2014 9:00	Our proposed Clean Power Plan: just the facts. <a href="http://go.usa.gov/8dNd">http://go.usa.gov/8dNd</a> #ActOnClimate	<a href="http://go.usa.gov/8dNd">http://go.usa.gov/8dNd</a>	FACEBO OK
6/13/2014 13:30	Because of our Clean Power Plan, we'll see over \$90 billion in climate and health benefits. #ActOnClimate		TWITTE R
6/13/2014 13:30	Because of our Clean Power Plan, we'll see over \$90 billion in climate and health benefits. #ActOnClimate	INFO ONLY, NO LINK	GOOGL E+
6/13/2014 13:30	Because of our Clean Power Plan, we'll see over \$90 billion in climate and health benefits. #ActOnClimate	INFO ONLY, NO LINK	FACEBO OK
6/13/2014 19:00	Our climate is changing. Here's 4 reasons our proposed Clean Power Plan will help us #ActOnClimate. <a href="http://go.usa.gov/8dd3">http://go.usa.gov/8dd3</a>		TWITTE R
6/13/2014 19:00	Our climate is changing. Here's 4 reasons our proposed Clean Power Plan will help us #ActOnClimate.	<a href="http://go.usa.gov/8dd3">http://go.usa.gov/8dd3</a>	GOOGL E+
6/13/2014 19:00	Our climate is changing. Here's 4 reasons our proposed Clean Power Plan will help us #ActOnClimate.	<a href="http://go.usa.gov/8dd3">http://go.usa.gov/8dd3</a>	FACEBO OK

DATE & TIME	POST TEXT	LINK (FB & G+)	PLATFORM
6/12/2011 4 9:00	Our Clean Power Plan reduces pollution from 2020 to 2030 equal to 2 times the pollution from the entire power sector in 2012. #ActOnClimate		TWITTER
6/12/2011 4 9:00	Our Clean Power Plan reduces pollution from 2020 to 2030 equal to 2 times the pollution from the entire power sector in 2012. #ActOnClimate		GOOGLE+ PAGE
6/12/2011 4 9:00	Our Clean Power Plan reduces pollution from 2020 to 2030 equal to 2 times the pollution from the entire power sector in 2012. #ActOnClimate		FACEBOOK PAGE
6/12/2011 4 13:30	Our proposed Clean Power Plan will cut #carbon pollution and help us #ActOnClimate. Here's 4 reasons why. <a href="http://go.usa.gov/8dd3">http://go.usa.gov/8dd3</a>		TWITTER
6/12/2011 4 13:30	Our proposed Clean Power Plan will cut #carbon pollution and help us #ActOnClimate. Here's 4 reasons why.	<a href="http://go.usa.gov/8dd3">http://go.usa.gov/8dd3</a>	GOOGLE+ PAGE
6/12/2011 4 13:30	Our proposed Clean Power Plan will cut #carbon pollution and help us #ActOnClimate. Here's 4 reasons why.	<a href="http://go.usa.gov/8dd3">http://go.usa.gov/8dd3</a>	FACEBOOK PAGE
6/12/2011 4 18:00	This white board video explains the details of our Clean Power Plan. <a href="http://youtu.be/AcNTGX_d8mY">http://youtu.be/AcNTGX_d8mY</a> #ActOnClimate		TWITTER
6/12/2011 4 18:00	This white board video explains the details of our Clean Power Plan. #ActOnClimate	<a href="http://youtu.be/AcNTGX_d8mY">http://youtu.be/AcNTGX_d8mY</a>	GOOGLE+ PAGE
6/12/2011 4 18:00	This white board video explains the details of our Clean Power Plan. #ActOnClimate	<a href="http://youtu.be/AcNTGX_d8mY">http://youtu.be/AcNTGX_d8mY</a>	FACEBOOK PAGE

DATE & TIME	POST TEXT	LINK (FB & G+)	PLATFOR M
6/11/201 4 10:00	Administrator @GinaEPA talks about how our proposed Clean Power Plan will help us #ActOnClimate. <a href="http://youtu.be/GCSQqzfY6TA">http://youtu.be/GCSQqzfY6TA</a>		TWITTER
6/11/201 4 10:00	Administrator @GinaEPA talks about how our proposed Clean Power Plan will help us #ActOnClimate.	<a href="http://youtu.be/GCSQqzfY6TA">http://youtu.be/GCSQqzfY6TA</a>	GOOGLE+ PAGE
6/11/201 4 10:00	Administrator @GinaEPA talks about how our proposed Clean Power Plan will help us #ActOnClimate.	<a href="http://youtu.be/GCSQqzfY6TA">http://youtu.be/GCSQqzfY6TA</a>	FACEBOO K PAGE
6/11/201 4 15:00	Here's a white board video that explains how our proposed Clean Power Plan will help us #ActOnClimate. <a href="http://youtu.be/AcNTGX_d8mY">http://youtu.be/AcNTGX_d8mY</a>		TWITTER
6/11/201 4 15:00	Here's a white board video that explains how our proposed Clean Power Plan will help us #ActOnClimate.	<a href="http://youtu.be/AcNTGX_d8mY">http://youtu.be/AcNTGX_d8mY</a>	GOOGLE+ PAGE
6/11/201 4 15:00	Here's a white board video that explains how our proposed Clean Power Plan will help us #ActOnClimate.	<a href="http://youtu.be/AcNTGX_d8mY">http://youtu.be/AcNTGX_d8mY</a>	FACEBOO K PAGE
6/11/201 4 19:30	Want more details on our proposed Clean Power Plan? Read our fact sheets. <a href="http://go.usa.gov/8dNd">http://go.usa.gov/8dNd</a> #ActOnClimate		TWITTER
6/11/201 4 19:30	Want more details on our proposed Clean Power Plan? Read our fact sheets. #ActOnClimate	<a href="http://go.usa.gov/8dNd">http://go.usa.gov/8dNd</a>	GOOGLE+ PAGE
6/11/201 4 19:30	Want more details on our proposed Clean Power Plan? Read our fact sheets. #ActOnClimate	<a href="http://go.usa.gov/8dNd">http://go.usa.gov/8dNd</a>	FACEBOO K PAGE

Liz and Amy

Hi are we still operating on this version of the rollout plan (attached)? Will there be a formal announcement tomorrow or just the press advisory per the attached document?

If this version was updated over the weekend, please send over an updated version asap (Cabinet Affairs is inquiring).

Thanks much!

Esther

(202) 564-3580 desk

**To:** Amanda Aguirre (Aguirre.Amanda@epa.gov)[Aguirre.Amanda@epa.gov]  
**From:** Carroll, Carly  
**Sent:** Thur 12/18/2014 8:42:38 PM  
**Subject:** Weekly Report  
[Carly Carroll's Stakeholder Engagement.xlsx](#)  
[OPE Weekly Report Carly 15Dec14.docx](#)

Hi Amanda,

Here's my weekly/stakeholder tracker!

Carly Carroll

Office of Public Engagement and Environmental Education

U.S. Environmental Protection Agency

(202) 564-2769

carroll.carly@epa.gov

## Summary Report for OWC Twitter Monitoring During the CPP Hearings

August 5, 2014

### What We Did

44 hours of coverage of @EPA, @EPAsoutheast, @EPAregion3, and @EPAregion8: 9 am – 8 pm, Tuesday-Friday. Hourly reports sent throughout (reports occasionally covered two hours). Looked for:

# Not Responsive

- specific comments on the proposed CPP
- hashtags (e.g., #atlepa, #dcepa, #imtoohot, #EPAhearing, #actonclimate)

# Not Responsive

### What Happened

No complaints about not getting into hearings or not being allowed to speak; all messages were sent to @EPA, not regional Twitter accounts

11 replies sent from @EPA using preapproved replies:

- 8: comments on the CPP and we responded with “Thanks, but we can’t accept tweeted comments. Please submit your comment here: <http://go.usa.gov/5vAP>”

# Not Responsive

The Rainforest Action Network also set up a Thunderclap: <https://www.thunderclap.it/projects/14561-join-the-rally-actonclimate> . The message was “I support the EPA's Clean Power Plan to limit carbon pollution from power plants. #ActOnClimate <http://thndr.it/1rStRIP>” and it received 1256 supporters, meaning it went out that many times total across Twitter, Facebook, and Tumblr. The link in the message went to a petition site: <http://www.actonclimate.com/nc/>

**To:** Drinkard, Andrea[Drinkard.Andrea@epa.gov]; Millett, John[Millett.John@epa.gov]  
**Cc:** Allen, Laura[Allen.Laura@epa.gov]  
**From:** Johnson, Alisha  
**Sent:** Tue 6/10/2014 9:01:18 PM  
**Subject:** FW: The Clean Power Plan – Following a Consistent Approach to Setting State Goals

Hey there,

Can you loop me on any public-facing 111(d) elements (blogs, social media, etc) going up before they post? I know you're talking to Laura Allen, but if you can add me, that would be great.

Thanks!

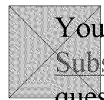
**From:** U.S. EPA [<mailto:usaepa@service.govdelivery.com>]  
**Sent:** Tuesday, June 10, 2014 4:08 PM  
**To:** Pieh, Lusani  
**Subject:** The Clean Power Plan – Following a Consistent Approach to Setting State Goals

You are subscribed to EPA Connect Blog for U.S. Environmental Protection Agency. Here's the latest blog post.

### **The Clean Power Plan – Following a Consistent Approach to Setting State Goals**

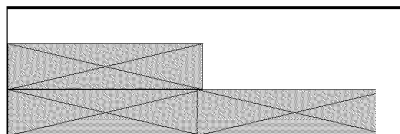
*06/10/2014 03:37 PM EDT*

The Clean Power Plan is following a consistent approach to setting state goals. EPA's approach is to use a mix of measures to reduce greenhouse gas emissions from power plants. We have a link to the blog post at the bottom of this email.



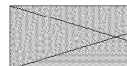
You can unsubscribe or update your subscriptions or e-mail address at any time on your [Subscriber Preferences Page](#). All you will need is your e-mail address. If you have any questions or problems, please e-mail [subscriberhelp.govdelivery.com](mailto:subscriberhelp.govdelivery.com) for assistance.

This service is provided to you at no charge by the [U.S. Environmental Protection Agency](#).





This email was sent to [Lusani\\_J\\_Pieh@who.eop.gov](mailto:Lusani_J_Pieh@who.eop.gov) using GovDelivery, on behalf of: U.S. Environmental Protection Agency · 1200 Pennsylvania Avenue NW · Washington DC 20460 · 202-564-4355





**To:** Abrams, Dan[Abrams.Dan@epa.gov]; Millett, John[Millett.John@epa.gov]; Johnson, Alisha[Johnson.Alisha@epa.gov]  
**From:** Purchia, Liz  
**Sent:** Mon 6/2/2014 1:30:17 PM  
**Subject:** RE: Monday

Now

Liz Purchia

Press Secretary

U.S. Environmental Protection Agency

Direct: 202-564-6691

Cell: 202-841-2230

**From:** Abrams, Dan  
**Sent:** Monday, June 02, 2014 9:30 AM  
**To:** Purchia, Liz; Millett, John; Johnson, Alisha  
**Subject:** FW: Monday

When can regions begin to do social media on this?

My region at least would like to post the video that was just posted on our homepage.

Thanks

**From:** Orquina, Jessica  
**Sent:** Saturday, May 31, 2014 4:31 PM  
**To:** Social Media CoP  
**Subject:** Monday

Good afternoon,

On Monday, we will need your help amplifying the announcement. Please monitor the main social media accounts. When we post the press release, please retweet it and share it on all EPA Twitter and Facebook accounts. After that, please continue to amplify the message by retweeting and sharing our posts.

We're going to use the #ActOnClimate hashtag for all social media posts related to this announcement. Below are some draft facetweets to share several different pieces of content that we'll be promoting. (Links to the content will be coming on Monday.) In addition, we will be sending more guidance next week.

If you have any questions, please feel free to email or call me.

Thanks! Jess

**DRAFT FACETWEETS FOR MONDAY:**

**Ex. 5 - Deliberative**

# Ex. 5 - Deliberative

Jessica Ann Orquina

Social Media Lead

Office of Web Communications

U.S. Environmental Protection Agency

Email: [orquina.jessica@epa.gov](mailto:orquina.jessica@epa.gov)

Office: 202-564-0446

**Ex. 6 - Personal Privacy**

**To:** Purchia, Liz[Purchia.Liz@epa.gov]; Millett, John[Millett.John@epa.gov]; Johnson, Alisha[Johnson.Alisha@epa.gov]  
**From:** Abrams, Dan  
**Sent:** Mon 6/2/2014 1:29:49 PM  
**Subject:** FW: Monday

When can regions begin to do social media on this?

My region at least would like to post the video that was just posted on our homepage.

Thanks

**From:** Orquina, Jessica  
**Sent:** Saturday, May 31, 2014 4:31 PM  
**To:** Social Media CoP  
**Subject:** Monday

Good afternoon,

On Monday, we will need your help amplifying the announcement. Please monitor the main social media accounts. When we post the press release, please retweet it and share it on all EPA Twitter and Facebook accounts. After that, please continue to amplify the message by retweeting and sharing our posts.

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Thanks! Jess

**DRAFT FACETWEETS FOR MONDAY:**

**Ex. 5 - Deliberative**



# Ex. 5 - Deliberative

Jessica Ann Orquina

Social Media Lead

Office of Web Communications

U.S. Environmental Protection Agency

Email: [orquina.jessica@epa.gov](mailto:orquina.jessica@epa.gov)

Office: 202-564-0446

**Ex. 6 - Personal Privacy**

**To:** Wade, James[Wade.James@epa.gov]  
**Cc:** Orquina, Jessica[Orquina.Jessica@epa.gov]; Olp, Kevin[Olp.Kevin@epa.gov]  
**From:** Conger, Nick  
**Sent:** Tue 7/15/2014 9:55:24 PM  
**Subject:** EJ FaceTweets - Clean Power, Cleaner Communities  
7.15.14 Clean Power, Cleaner Communities NC.docx

James,

Here are Facetweets for this Thursday's blog (draft attached). While we understand if you can't get them out by Thursday, we'd love to see them go before the training webinar on Monday at 2:30 p.m. The earlier we can promote that, the better.

Thanks,

Nick

Facebook:

It's important for communities to engage in discussions about EPA's proposed Clean Power Plan. Learn how you can in the blog "Clean Power, Cleaner Communities" by Jalonnie White-Newsome of WE ACT for Environmental Justice #climatejustice

Twitter:

Learn how to prioritize environmental justice in EPA's Clean Power Plan through public hearings. #climatejustice

Nick Conger

Communications Director

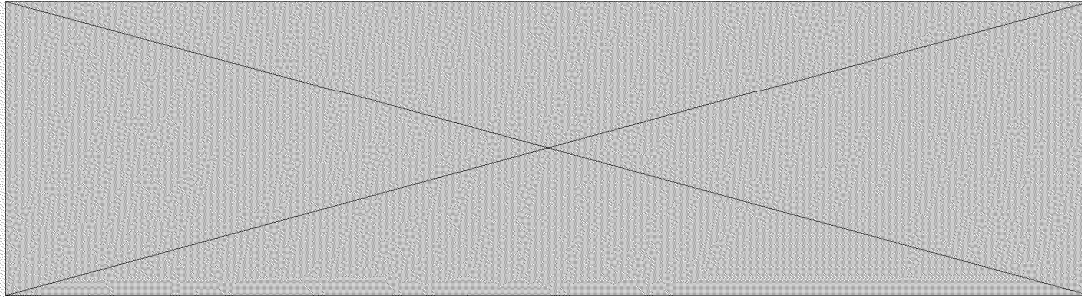
Office of Enforcement

U.S. Environmental Protection Agency

Office: (202) 564-6287

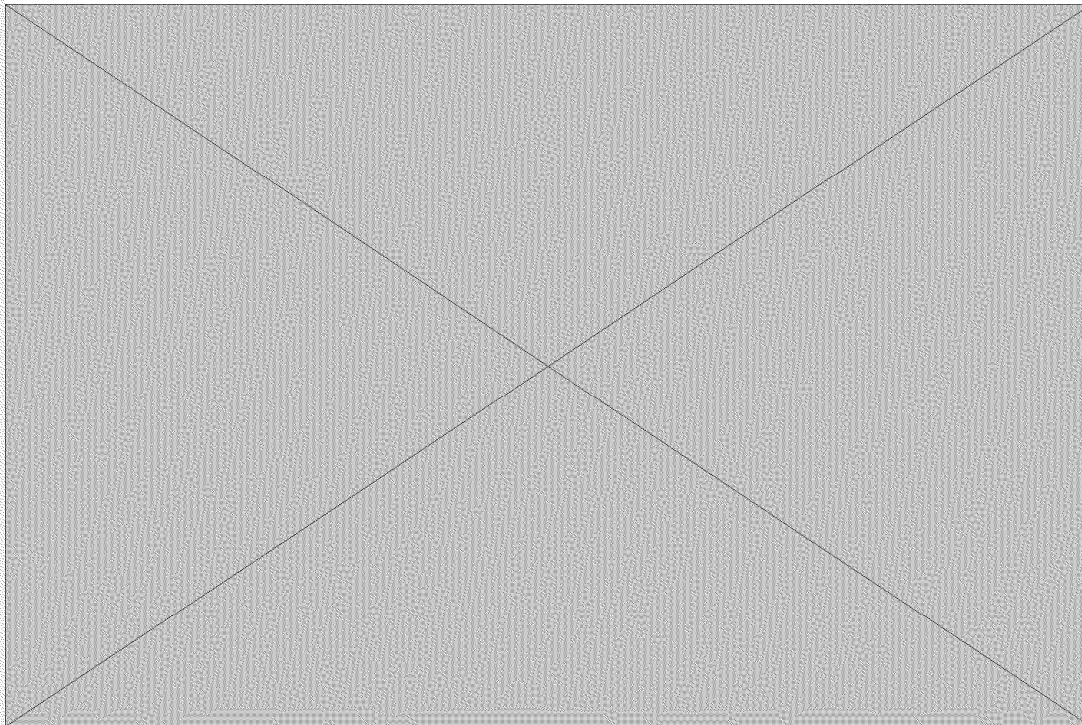
**Ex. 6 - Personal Privacy**

**To:** Slotkin, Ron[slotkin.ron@epa.gov]  
**From:** U.S. Environmental Protection Agency  
**Sent:** Thur 7/31/2014 2:46:22 PM  
**Subject:** EPA Highlights



- [EPA Awards \\$2.1 Million to Clean Up Urban Waters](#)
- [EPA Works with Communities of Color on Carbon Pollution Standards](#)
- [EPA Launches Annual Campus RainWorks Challenge](#)
- [Watch EPA's Latest Video on Air Quality Research](#)

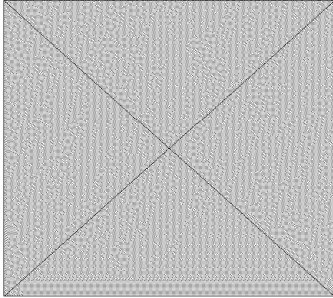
## EPA Awards \$2.1 Million to Clean Up Urban Waters



EPA awarded \$2.1 million to 37 organizations across the United States to **help protect and restore urban waters, improve water quality, and support community revitalization.** The Urban Waters program supports communities in their efforts to access, improve and benefit from their urban waters and the surrounding land. Many urban waterways have been

# Not Responsive

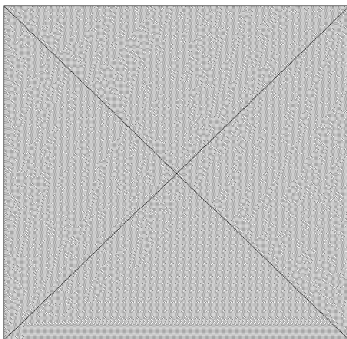
## EPA Works with Communities of Color on Carbon Pollution Standards



The risk of climate change to our health and economy are clear and there is a need for urgent action. EPA recently released the [Clean Power Plan](#) to cut the harmful carbon pollution fueling climate change from existing power plants. In this blog post on The Root, EPA Administrator Gina McCarthy and Green for All Executive Director Nikki Silvestri discuss **the impact of climate change on communities of color** and the need for regulation of carbon pollution through the Clean Power Plan. **Read** the blog post [here](#).

EPA is accepting public comment on the Clean Power Plan through October 16, 2014. Learn **how to comment** on the proposal [here](#). <http://go.usa.gov/NqhV>

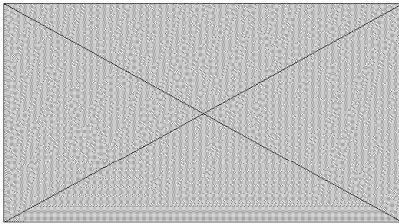
## EPA Launches Annual Campus RainWorks Challenge



EPA has launched the third annual Campus RainWorks Challenge, a **green infrastructure design challenge** for college and university students. Student teams, working with a faculty

advisor, will submit design boards, a project narrative, and a letter of support describing a proposed green infrastructure project for a location on their campus. **Registration opens September 2, 2014** and ends October 3, 2014. Registrants must submit their entries by December 19, 2014. **Learn more** about the challenge **here**. <http://go.usa.gov/NqrT>

## Watch EPA's Latest Video on Air Quality Research



EPA scientists collaborated with NASA and other partners on a multi-year study to better recognize **how current and future measurements from satellites can improve the understanding of air quality**. The study, known as DISCOVER-AQ, gives scientists a clearer picture of how to better measure air pollution with instruments positioned on the earth's surface, flying in the air, and from satellites in space. **Watch a video** about the DISCOVER-AQ research **here**. <http://youtu.be/UJxQFJ5cEog>

**Read a post on EPA's *It All Starts with Science* blog** that discusses the latest research happening in Denver under DISCOVER-AQ **here**. <http://go.usa.gov/Nq2F>

We encourage you to share the EPA Highlights eNewsletter with your colleagues. To subscribe:

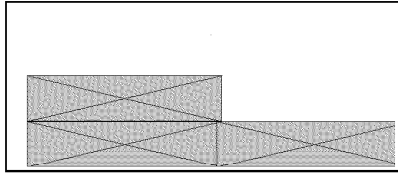
[https://public.govdelivery.com/accounts/USAEPA/subscriber/new?topic\\_id=USAEPA\\_439](https://public.govdelivery.com/accounts/USAEPA/subscriber/new?topic_id=USAEPA_439)

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